

THIS DELIGHTFUL DESERT

	Max.	Min.
Monday, Sept. 12.....	100	62
Tuesday, Sept. 13.....	101	65
Wednesday, Sept. 14.....	100	64

The Desert Sun

Of Palm Springs, California

SERVING AMERICA'S MOST RAPIDLY GROWING DESERT-MOUNTAIN AREA

Friday, September 16, 1949

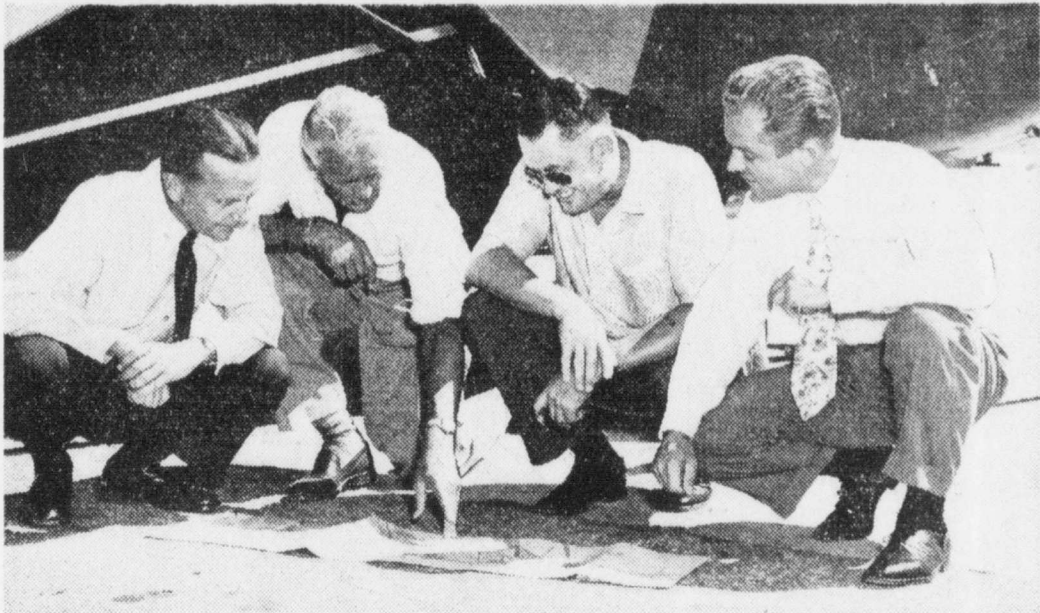
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PLANNING GOODWILL—Pictured here are four official delegates from Palm Springs just before takeoff Tuesday morning to Las Vegas on a goodwill flight which proved more instructive in resort operation than anything else for the civic leaders. Shown going over the chart of their flight are Herbert Burns, representing the Hotel-Apartment association; Mayor Charles Farrell; Chamber of Commerce Director George E. Clarke and Chamber Manager William Dunkerley who piloted the plane.—(Chamber of Commerce Photo).

Villagers Pick Up Pointers At Las Vegas

"We've just seen hospitality as it should be here" were the first words of Mayor Charles Farrell as he stepped out of the Stinson Wednesday evening in which he, George E. Clarke, Herbert Burns and William Dunkerley had just completed a two-day trip to Las Vegas on a goodwill flight and for the purpose of learning of resort operations at that city.

The group left Tuesday morning on the two-hour flight to be met by Chamber Manager Joe McQuilkin, Mayor Cragin and other "Vegas" dignitaries, for an extended tour and whirl of sightseeing plus inspection of hotel operations by this highly-successful resort.

CHAMBER MANAGER Dunkerley, who piloted the plane, said Las Vegas was in the same position five years ago that Palm Springs is today in its efforts towards harmony and business relationships.

Most of the difficulties were ironed out by the hotels and See GOOD WILL, Page 4

This Side Of the Sun

By Phat

The song is over but the melody lingers on. . . In the spring we had quite a tussle here over M-2 zones. . . Our side lost and the victors put out magniloquent statements about harmony and let's all pull together and let bygones be bygones and the like. . . oh, yeah? . . . Earl Redwine, county counsel who opposed the M-2 plan, got fired this week by the supervisors, 3 to 1. . . Doc Westphal, county health chief, who opposed the M-2 plan because of health factors, is an elected officer and so can't be canned willy nilly. . . but he did ask for a leave this week and the supervisors voted an emphatic "NO" 2 to 1. . . The Bills, Slape and Jones, voted yes in both instances. . . Hill said yes to the Redwine matter and didn't vote on Westphal. . . He didn't need to. . . Pardon me, I think you misunderstood me up above. . . I didn't say "melody". . . I said "mal-odor."

AND HARRY HARPER, sitting on his secessionist bench over at Thousand Palms, had better plane that thing smooth. . . or he'll get a lot of splinters moving over.

THERE WAS A DAY when GA might have meant Gid Ap. . . it has a new meaning now which still has to do with horses. . . A group, patterning themselves after the AA (Alcoholics Anonymous) have formed the GA, (Gamblers Anonymous). . . They plan to do for the inveterate horse player what AA did for the fellow in the grip of Demon Rum. . . Pretty quick we may have clinics for the boys—and girls—who love that pasture roulette and who just can't keep from chucking it in. . . And there'll be learned discussions on ponyitis, (Pohn-nee-AYE-tus) (Thanks, Colby) tending to prove that going to the sellers' window is an irresistible disease. . . It is. . . A lot of people are just See THIS SIDE, Page 4

County Seat Heeds Rumor Of Discontent on Desert

Rumors of discontent in the desert area are stirring the county seat these days and as an antidote, re-alignment of supervisorial districts to give the Fourth District, which includes Palm Springs and environs, a "better break," are being discussed more and more.

According to court house rumor, desert civic leaders are of the firm opinion that their interests are not being served at Riverside and the talk is that they "are toying with the idea of withdrawing from Riverside county."

County seat leaders have advanced the proposal that county supervisorial districts be re-aligned and advocate action after the 1950 census.

But, they fear, since it effects

the offices of the supervisors in power, there may be many delays.

The fourth district, which is more than twice as large as the other four combined, contains 40 per cent of the county's population and pays taxes on 40 per cent of the county's assessed valuation.

But it has only one-fourth of the representation. Gerrymandering district lines place four of the county's five districts within the county seat which now has three of the four active supervisors.

Although county seat leaders pooh-pooh Harry Oliver and his "stronghold of the secessionists" at Thousand Palms, they are growing more fearful his idea may be taken up seriously.

DHS Looks For 5000 At Festival

Desert Hot Springs committees are completing plans for one of the best carnivals of fun and frolic ever to be given at that town on Oct. 8, 9 when the 49er Centennial is held complete in old-west style.

Grand Chairman L. W. Coffee, pioneer builder and developer of the desert resort, has outlined a program which "has everything." A parade of nothing but horse-drawn vehicles will be only one of the features which will also include the giving away of a \$2000 business lot in the main part of town, horse races, games, old-fashioned barbecue and other attractions.

More than 5000 persons are anticipated for attendance at this gigantic event.

Registration Books Closed

Registration for the Nov. 8 special election closed yesterday and the total for the county is not expected to reach the 78,000 figure on the Great Register for the presidential election last year according to the county clerk's office.

The total will top 70,000, however, G. A. Pequerna, county clerk said.

Official figures will be released later.

Mayor's Cup Finals Start This Evening

On the last lap of summer softball, tonight starts the final elimination in the Mayor's cup playoff with the two top teams, the Palm Springs Merchants, league winners, and the Mexican Colony, runners-up, being only two and a half games behind, engaging in the first of a possible three-game playoff.

Game time between the two top teams in the summer league is set for 8:30 p. m. at The Field, admission free.

The second game in the series will be next Monday evening at the same hour and in the event of a split win on the first two games the playoff will be next Thursday, Sept. 22.

Batteries for the two teams, Frank Devers and Leon Heiser for the Merchants, and either Ben or Frank Prieto pitching with Sid Canales catching for the Colony, were rated as the tops in the summer sessions.

Retail Merchants To Meet Today

First meeting of the board of directors of the Retail Merchants association this season will be held today at Chi Chi at noon, according to Leo Baker, president. All members of the board who are in town are urgently requested by Baker to be present.

Jim Hervey Has an Idea and That's Where You Can Help

Jim Hervey, chamber of commerce publicist, is requesting assistance from the townspeople in the matter of Village publicity.

It seems the information was given him that newspapers are always resorting to "fillers," to complete a column where a news story does not quite go to the bottom. As a result, the fillers are used, made up of such profound one and two-liners as "More than 90 per cent of sea fish landed in American ports is eaten within 200 miles of the sea," and "Raccoons eat more insects and grain than opossums do."

Other hot fill-in items of information are such as "Oysters are found in trees in tropical regions," and "An electrical instrument is now used to prevent horns from growing on a

cal," or finally, "The temperature can be told by adding 40 to the number of chirps given by a cricket every 14 seconds."

These startling pieces of information are disseminated to all newspapers by the Red Cross, Encyclopedia Britannica, and other media wishing to advertise and exploit their causes.

So that's where Jim Hervey needs help—he's decided to exploit Palm Springs in the same manner—by regular releases to the newspapers of the country of interesting one and two-liners concerning Palm Springs. Hence, his request. What he wants is ideas from Villagers for the periodic compilation of such short statements that may be used as fillers—ideas for keeping Palm Springs before the newspaper readers throughout the U. S.

Western Week Plans Drawn Rink Sounds Harmony Keynote

Supervisors Tell Redwine He's Ousted

Board Votes 3-1 To Notify Counsel "No Reappointment"

Earl Redwine, county counsel for eight years, was ousted by county supervisors in ten seconds Monday.

Supervisor William Slape, who announced a few weeks ago that the office of county counsel should be abolished and the duties assigned the district attorney's office, introduced a written motion that Redwine's service terminated October 15, the day he would be up for reappointment.

PROMPT SECOND was given by Supervisor William Jones and Slape, Jones and Hill voted an immediate "aye." Chairman Floyd Gilmore registered a resounding "no."

Slape's written motion said: "I move that notice be given Earl Redwine that he will not be appointed county counsel of Riverside county on October 15 and that his services to the county will terminate on that date."

Redwine was recently in the news when he opposed the Slape-Jones-Hill ordinance for an M-2 zone.

Slape told a reporter later that his action was an "economy move."

THE ACTION Monday did not mention abolishment of the office of county counsel, but merely the termination of Redwine's services. However, Slape said there had been no change in his plans and the discharge of Redwine is merely a preliminary step to abolishing the county counsel's office as a separate county department.

Since 1941, when the office was created, Redwine and his staff of assistant county counsels have handled all the county's civil litigation in the courts, represented the county public administrator in probate matters, acted as legal counsel See REDWINE, Page 4

New Manager And City Staff Get Together

Public Relations Among Top Items In Initial Address

"A selling job of good public relations by all city employees in their contacts with the people of Palm Springs will do more for the city than anything else in producing harmony in our city government," said Russell Rink, new city manager, yesterday on occasion of his first official act in the office, as he met with members of the city council, city department heads and members of the press.

Keeping the people informed on city affairs is another item stressed by the new manager who plans semi-weekly press conferences with the news agencies of the Village.

"THE NEWSPAPERS are the pipeline of information between the city administration and the people," he said.

The meeting, held at the city offices, was under the gavel of Mayor Charles Farrell who greeted the new official.

Theme of the meeting was harmony in the community for the combined building of a bigger and better community. The mayor spoke of his trip to Las Vegas the two previous days and noted especially the feeling of harmony in that desert resort between the business houses, chamber of commerce and city government.

This was further reiterated by other members of the council.

RINK SAID he would take each department of the city under individual study and that no recommendations would be made for some time, until the study had been completed.

In the meantime, the council individually placed their stamp of approval on the new city manager with the feeling of confidence that he is the man for the job—good background, good training, thoroughly familiar with all the mechanics of city government, and most of all, "he seems like a good guy."

Special Events Chairmen To Renew "One-a-Day" Program Drive Next Week

Scheduled for a meeting next week to work out details for special events for the coming season are Co-chairmen Barney Hinkle and Frank Robert, both arriving back in town last week, who will confer with the new Convention-Special Events worker of the chamber, Jim Willmas.

When the special events group was organized last spring the plan was to line up enough special events to average one a day for the first 90 days of the season commencing Oct. 1.

Starting off with the Palm Springs Sportsmen, Inc. annual barbecue Oct. 1, a great many special events are already scheduled and it is hoped that an approximation to the one-per-day until Dec. 31 will be reached.

All clubs or organizations planning any event of public or semi-public interest, are requested to clear with Willmas at the chamber office for recording of the date in chamber publicity as well as for the receiving of any assistance that may be needed from the chamber.

Bennett and Aides Round Final Details

Chairman for All Phases of Annual Celebration Active

A definite pattern for a successful Western Week Oct. 27-30 was presented this week as General Chairman Bob Bennett met with the full committee and appointments were made for the detailed handling of all departments.

Meeting at the Doll House on Tuesday, Bennett named the following committee chairmen: Phil Delano and Jim Cooper, parade co-chairmen; Hutch Moseley, dance; Elmo Purnell, buttons and badges; Bill Grant, high sheriff of the Kangaroo court; Frank Bogert, Judge of the court; Elly Windhurst, electrical work; Ted Reed, public address systems; Joe Butler and Cliff Campbell, the western show.

IN CHARGE of the Gay 90s Jamboree will be Earl Hough; George Strebe will head the food and drink committee; Bud Hillerman, prizes; and Wall Spalding, publicity and programs.

Also present at the meeting in an advisory and coordinating capacity were Club Treasurer and Acting Secretary Harry Irvin, and Jim Williams and Jim Hervey from the chamber of commerce.

It was decided that the benefits from the affair this year would include the Boy Scouts' building fund.

Events will be scattered around the town as much as it is possible, according to Bennett. This is done so that no concentration of people will be continued in the area of any particular group of merchants.

TENTATIVE PLANS call for the first Kangaroo court and a street dance on Oct. 27 to be held in the vicinity of the Del Tahquitz hotel; the second Kangaroo court, public dance and exhibition of square dancing on the second day, Oct. 28, at the Chi Chi parking lot; Gay 90s Jamboree Saturday evening, Oct. 29 at the Doll House parking lot; and the parade to be at noon on Sunday, the 30th with the western show at the Compadres clubhouse.

A radio publicity stunt is also being worked out for one of the contestants on Ralph Edwards' Truth or Consequences show the previous week to drive a stagecoach from Hollywood and Vine to the Village on a seven day jaunt arriving Saturday, Oct. 29, in time for the broadcast of the show from Palm Springs that evening.

Enrollment At Schools Off Slightly

School enrollment on the first day of school, Wednesday, approximated the figures for the first day of the term last year but registration the second day, yesterday, boosted the figures above last year's mark.

Attendance Wednesday was 840 in the elementary schools compared with 864 the first day in 1948. At the high school, attendance on the first day was 326, compared to 309 on the first day of 1948. Total for the district this year was 1166 and last year, 1173.

Attendance figures as of yesterday, second day of school, was 862 in the elementary schools and 334 in the high school.

Extra Dividend

Insurance Agent Earl Hough on Tuesday of this week—4:42 p. m. to be exact—received a premium which did not come through the agency channels as Mrs. Hough presented him at that moment with a baby boy.

Born at the Community hospital the seven pound, two ounce infant was named Gregory Arthur.

All Palm Trees Will be in Soon

Latest information on the tree planting program on Palm Canyon drive is that it is "very nearly finished," with only about 35-40 more palms to be set, and most of the holes for these having been cut and excavated.

Western Air Will be Back October 27

By arrangement with the chamber of commerce, Western Air Lines this year has agreed to resume its seasonal schedule of twice-a-day flights from Palm Springs to Los Angeles on the opening day of Western Week, Oct. 27.

Better, more streamlined service is promised by WAL this year in that a more desirable schedule is being worked out and also by the fact that the planes used will be the four-motor Convairs, pressurized and deluxe in every respect.

Scouts to Dedicate New Camp Emerson Lodge Sunday

Formal dedication of W. D. Boyce Lodge, built at Camp Emerson by Palm Springs District Scout Council leaders and Scouts, is set for next Sunday afternoon at four o'clock, Harold Lienau, district chairman, said this week.

At the same time the new stone gate, entrance to the camp, will be dedicated.

Carl Helmick, county Scout head and his staff, will be present for the ceremonies.

The lodge building is the result of hard work and unselfish endeavor by a number of Villagers and residents of the surrounding area.

Harry Front, architect, donated the plans, merchants and supply houses here either donated material or sold it at cost to them. Villagers went to Idyllwild where the camp is located, and put in many Sundays of hard

labor constructing the lodge.

Funds came from the Desert Circus, augmented by individual contributions.

Lienau, Scout chairman, put in many Sundays at the site supervising as well as doing much. The new American Flag, presented the Palm Springs council by Owen B. Coffman post, American Legion, will be raised for the first time.

of the actual work. Bob Hargiss, assistant to Lienau, also put in many Sundays on the job.

The lodge is at Camp Emerson, the county Boy Scout camp ground, and is for use of all Scouts with local troops having a priority. Local troops are sponsored by Rotary club and Community church and in Cathedral City and Desert Hot Springs with a Cub Scout pack, sponsored by local Lions.

The PUBLISHER'S Corner

MAKING PROGRESS—One needs only to reflect a bit to appreciate the progress which has been made in Palm Springs in the past two years. Projects which have been completed, those under way or approved and others in definite prospect are combining to make this community more attractive as a resort, more desirable as a permanent residence and more conducive to profitable business ventures. To mention a few:

FIELD CLUB improvements now under way will add tremendously to the staging of entertainment for visitors and Villagers alike.

NORTH END PARK will provide recreational facilities and a municipal swimming pool so badly needed for many years.

MT. SAN JACINTO TRAMWAY plans are nearing conclusion after years of effort, and prospects of its becoming a reality now seem bright.

INDIAN LANDS PROBLEM will be at least partially solved when the recently drawn bill becomes a law. This is the first definite step toward the ultimate settlement of the greatest drawback the community has had to face.

PARKING METERS have relieved the parking problem and should lead the way to more parking facilities. CITY BEAUTIFICATION has been brought about through the planting of palm trees along the main street, combined with ornamental lighting.

FIRE PROTECTION is being improved; the city has stopped burning trash at the city dump. SCHOOL FACILITIES have been enlarged and vastly improved.

PALM CANYON DRIVE has been repaved, although it wasn't a very good job.

NEW HOTELS, apartments and bungalow hotels—with (Please Turn to Page Four)

Mother Asks For Custody Of Jahn Girl

Legal Battle Looms
In L. A. Courts Over
Young Tennis Star

Parents of Laura Lou Jahn, 16-year-old tennis star this week began a legal battle over her custody.

Her mother, Mrs. Lucille Meska, who twice married and divorced Leslie E. Jahn, arrived in Los Angeles by airplane from New York Wednesday to start legal action.

The daughter, whose statements caused the jailing of her father last Sunday, is in protective custody at juvenile hall. Jahn, a 41-year-old tennis coach, was named in a criminal complaint charging three statutory offenses. He is at liberty under \$2500 bail and denied all charges as he left the prosecutor's office.

MRS. MESKA sought a court order in Miami to force Jahn to surrender Laura Lou and a son, Leslie Jr., 10, into her custody. A county solicitor recommended

that she institute the proceedings in Los Angeles.

Mrs. Meska said she was first divorced from Jahn in Miami in 1937 and they were remarried almost immediately at the urging of their families. They were divorced again at Ft. Lauderdale in 1941. Leslie Jr. was born after the remarriage.

JAHN MARRIED Mrs. Frances Jane Barber in Darlington, S.C., Oct. 16, 1945, but this marriage ended in divorce Feb. 19, 1948, when she charged him with extreme mental cruelty.

Dep. Dist. Atty. William Ritzl conferred with Laura Lou for two hours Tuesday.

MISS PAT DECKER, investigator for the district attorney, said that Laura Lou has expressed a desire to continue competition in the present junior matches at the Los Angeles Tennis Club. Miss Decker said that the girl wants to play but is not certain of her ability under the circumstances.

Ritzl said that this matter would be decided by Superior Judge A. A. S. O'Neil, presiding judge of the juvenile court.

Floyd Gilmore Faces Crash Suit

Floyd Gilmore, chairman of county supervisors, was defendant today in a \$25,000 damage suit resulting from the death of Howard Isett, 19, of Hemet in an automobile accident. The youth was fatally injured as he left a truck and started to walk across Highway 74 near Hemet.

The father, Walter J. Isett, accused Gilmore in his suit of driving "carelessly," negligently and heedlessly and at a speed so as to endanger the safety of persons.

Elliott Roosevelt Story Recalls Excitement Here

A romance that overran the Village with newsmen back in 1945, is apparently on the rocks in New York.

Faye Emerson, blond film actress, told reporters there this week that she plans to divorce Elliott Roosevelt, son of the late president.

When they were married in December four years ago the first word was that the ceremony was to be performed in Palm Springs and telephone and telegraph wires to the Village were busy and the town was jammed with reporters until word came that the couple had left town and had been married at Grand Canyon, Arizona.

It was snowing at the wedding site and The Desert Sun headline of that day was: President's son and actress pass up desert sun for Arizona snow.

Betty Pickett on Chamber Staff

A new member to the personnel of the chamber of commerce is Miss Betty Pickett who will work in the outer office as part-time receptionist and the rest of the time bookkeeping and dictation.

A recent arrival to the Village, Miss Pickett lives with her family who recently purchased a new home here.

The Desert Sun

OLIVER B. JAYNES
OWNER AND PUBLISHER

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Negative Results Found by County In Rabies Tests

A large brown dog, shot last week on suspicion of being rabid after being cornered on the Desert Inn grounds, was termed "negative" in Pasteur tests given in Riverside. The head of the animal had been immediately sent for the tests since the dog had been acting in an erratic manner and was said to have bitten one or two other dogs.

It was later learned from a woman who claimed to be the dog's owner that she had put kerosene on his back "to clear up some open sores."

Senior Sanitarian Lloyd Irons, in announcing negative results of the test and upon learning the cause of the animal's mad behavior stated "By golly I'd be mad too, if someone did that to me."

El Paseo Opens For Busy Season

Opening yesterday, the El Paseo Pharmacy and Fountain, again swings into what the managers feel will be a busy season. Located at Tamarisk and Palm Canyon drive, the establishment started "full steam" in all departments.

Ben Cox is owner of the pharmaceutical section of the store while Dick Leveau and Hugo Eierman will co-host at the fountain lunch. Eierman was previously chef at Ingleside Inn, having been there for the past 15 years.

Dr. Westphal Denied Leave

Dr. Robert Westphal, county health officer, who opposed creation of an M-2 zone north of the city last spring until certain health requirements were satisfactory, will probably not be present at the American Public Health association annual meeting in New York City.

Supervisors William Slape and William Jones voted "no" on his request for a leave of absence to attend the important sessions. Chairman Floyd Gilmore favored the request while Supervisor Ed Hill passed his vote.

Dubins Back After Long Motor Trip

Returning this week to reopen their Plaza Jewelry, Lou and Anita Dubin completed a six-weeks motor trip which included Banff, Lake Louise, Lake Tahoe, Yosemite and Reno.

A few days work was necessary to gear the shop for season business, especially with the addition of a small appliance department.

Keep up with the NEWS

of the
DESERT AREA
through
The
Desert Sun
On Sale Every
Tuesday & Friday

AT FOLLOWING
NEWS DEALERS

PALM SPRINGS:
Professional Pharmacy
Desert Drug
Mills Liquor Store
Village Pharmacy
Palm Springs Drug
Gordon's
Phils Market
Hatchett's Market
Ramon Drug
Village Market Snack Bar
Stone's Date Shop
Gunn's Grocery

CATHEDRAL CITY:
Cathedral City Drug
Al's Market
C. C. Super Market
Cathedral City Cafe
Ahmoy Date Shop

BANNING:
Hawk's Newsstand

DESERT HOT SPRINGS:
Claxton's

PALM DESERT:
Peacock's Liquor Store

PALM VILLAGE:
Palm Village Market

INDIO, CALIF.
Carmody's Newsstand
Hotel Indio
Walker's Newsstand
The Malt Shop

HOLLYWOOD, CALIF.:
Universal News Agency
1655 No. Los Palmas

Annual Legion Barbecue Next Tuesday Night

Members of Owen B. Coffman Post American Legion, were reminded today they have a date next Tuesday night at 7 o'clock.

That's the date and the hour for the annual barbecue for members, families and guests. Commander McCabe said yesterday. An entertaining program has been planned.

VA Advises Vets On Missing Data

Veterans who have submitted an application for the special National Service Life Insurance dividend are urged by Veterans Administration not to send in another, even though the first one may have been incomplete.

If the applicant's name, address or signature are properly shown on the form, VA officials said they would probably be able to "fill in the voids." Mailing of a duplicate application only disrupts the production lines and results in delay, they say.

VA said that in most instances the missing data can be obtained by the agency. In cases where essential information is not available, or the form otherwise is not acceptable, the individuals concerned will be notified by VA and requested to submit a new application form.

County Council Meets Tomorrow

Commander Hilton McCabe and Chet Goff will represent Owen B. Coffman Post American Legion at a Riverside County Council meeting of the organization tomorrow night at Jameson Legion Post hall, Corona, at 8:30 p. m.

Plans for the American Legion 1950 membership campaign will be the principal topic discussed, Commander McCabe said.

It is the council's first meeting since the national and state conventions. The meeting will be preceded by a dinner at 7:30 p. m.

Representatives from 23 county Legion posts are expected to attend.

Three County Offices Remain Open Saturdays

County Welfare Department in Riverside will not join other county offices in closing Saturdays beginning Oct. 1, county supervisors ruled yesterday.

Welfare Director Floyd Brown asked that his department be excluded from the Saturday closure rule in order to give emergency service to pensioners.

A half-strength crew will keep the office open Saturdays from 8:30 to 5, Brown said.

Other county offices which will not close Saturdays include the agricultural department and the sheriff's office.

Chandler Moves To Araby Stables

After more than two years at The Stables, Jim Chandler announces this week that effective tomorrow he's moving his string of horses to Araby Stables, Andreas road and Avenida de los Caballeros for permanent location.

As an introductory offer—effective tomorrow through the entire month of October—riding rates will be only one dollar per hour.

In addition, as a regular week-

ly feature, a gymkhana, featuring calf roping and other riding feats will be presented with the rebuilding and reconstruction of the arena at Araby, said at one time to have been the best in the entire desert area.

Mrs. Chandler will assist her husband in operation of the stables and riding school.

Announcing

BENSON'S TEXACO STATION

Now Under the Management of

W. P. McCRACKEN

Open Seven Days A Week — 7 A.M. to 6 P.M.

MAC'S TEXACO STATION

395 N. Palm Canyon

Phone 9017

Villager

On the newsstands, on the coffee tables, in the beauty parlors, the hotels—most everywhere there's a Villager magazine! It IS Palm Springs!



A New Golden State Masterpiece CREAM O'GOLD The ICE CREAM Supreme

Here you'll discover an ice cream masterpiece! For new Cream O' Gold is created exclusively from farm-fresh, heavy sweet cream in luxurious abundance. Flavored only with rare vanilla imported from Madagascar...with pure rich chocolate...with plump sun-ripe fruits. Yes, in Cream O'Gold you'll taste the crowning achievement of

Golden State's master craftsmen. You'll agree it's the most delicious ice cream...the most exquisite dessert you ever served. So look for Cream O' Gold in the new gold foil carton now at California's finest food stores and fountains.



You strike it rich in
Golden State Ice Cream
BRAND

GOLDEN STATE COMPANY, LTD.



EVERYONE
AGREES ...

It's Always
the Same
at the

DOLL HOUSE

Good Food!
Good Fun!
Good Drinks!



From where I sit... by Joe Marsh

Sure You Haven't A "Blind Spot"?

As I was driving down Main Street last Saturday, another car swung out right in front of me. It turned out to be Buck Blake. He wasn't going fast. It was just that he had something else on his mind at that particular moment.

Buck's really one of the nicest fellows I've ever known. But, sometimes he gets to day-dreaming on the road. He sort of gets a "blind spot" to what's going on about him!

Now, lots of normally considerate folks have their "blind spots."

It could be anything from day-dreaming while driving a car to humming out loud at the movies.

From where I sit, it's mighty important to be on guard against your own "blind spots." The other fellow has a right to his "share of the road," too—whether it's having a taste for a temperate glass of sparkling beer or a desire to listen to some classical music.

Joe Marsh

Chief Leonosio's Annual Report Reveals Busy Year Put in By Local Fire Department

An active year was recorded by the fire department for 1948, 49 by Chief Bill Leonosio in his annual report.

Besides 99 fire calls and 12 other calls, the department issued 1940 fire permits, nine blasting permits, issued 53 citations (warnings of trash hazards, none of which had to be

followed by warrants) and made 29 fire investigations. In addition, 547 reinspection were made, 201 business license inspections and 12 for dancing permits. Two calls were made out of town, both at the south city limits where it was difficult to determine the exact jurisdiction, later discovered to have

been outside the city limits.

LEONOSIO LISTED the per capita fire loss of \$8.95 per person as follows: eight hotels and apartments, \$1815; six restaurants and bars, \$675; five mercantile, \$20,085; 28 residential, \$43,985.42; one filling station, \$25; two trailers, \$250; and two miscellaneous, \$300.

Loss on vehicle fires amounted to \$2307. Of this category of 23 calls, 14 sustained loss while nine received no damage whatsoever.

The chief placed the property value involved in fires at \$1,384,500 and the amount of water used in extinguishing blazes at 21,845 gallons.

THERE WERE NO DEATHS from fires in the Village during the year but there were three injuries, two of a serious nature: the first was in the spring when two five-year-old boys, one the son of Police Officer William Hecht and the other, Michael Yale, were burned by an explosion of a chemical cleaner, resulting in the eventual complete loss of eyesight of the Yale boy, and the other was the explosion of sewer gas (due to improper venting) in the house owned by Edward Martinelli, resulting in complete loss of the house. Martinelli, asleep in the room at the time, received severe burns and was confined in the veterans hospital at Sattelle for a month. The Hecht boy recovered completely.

A new pickup truck was added to the department's facilities in April.

The department includes seven paid members and 12 volunteer members, and according to the chief "the morale of the members is very high."

Actor Barclay's Week Became Three Months

Leaving town today after a three-month stay, originally set for one weekend, are Actor Stephen Barclay and his manager, Dorothy Wright, who are going to Hollywood where the former star of New York stage and musical presentations will commence work in pictures.

Both have signified their intentions of returning to the Village as frequently as possible between engagements.

Bee Sting Fatal To Banning Man

Stung on the forehead by a bee as he worked in a garden, Julian Jurado, 64, of Banning, died within 30 minutes.

Following an autopsy, the coroner's office entered the death in the official record as "anaphylactic shock resulting from a bee sting."

Engaged in gardening for homes in Banning for the last 12 years, Jurado was said to have been in good health.

Following the sting, he collapsed and died shortly afterward. Efforts of police officers to revive him with a resuscitator failed.

Fail to Identify Body Found Near Garnet Highway

A dead man, thought at first to be an Indian, was discovered early Tuesday morning just off Highway 99, about one-half mile east of Garnet, by Realtor Marie Ropp of Desert Hot Springs.

Summoning the Banning sheriff's department the body was removed to Wiefel's and Son mortuary of Banning and the coroner's office was notified. An examination disclosed that the man, approximately 60-65 years of age, had been dead for 10 to 14 days and that he was not identifiable, no marks on his clothes and even fingerprints not able to be taken due to the condition of the body.

He was said to be a Caucasian with bushy grey hair and a heavy, long beard. Death was said to have been from natural causes and the coroner's office believed he may have been a "bindlefoot," or railroad vagrant who may have crawled into the bushes for a rest and become overtaken with the heat.

Due to the advanced condition of decomposition of the body, disposition was immediately ordered by the coroner's office.

Sunset Limited Cuts Two Hours From Schedule

Two hours will be cut from running time of the Southern Pacific Sunset in each direction on the 1996-mile trip between Los Angeles and New Orleans, beginning Oct. 2, it was announced in Los Angeles Tuesday by George B. Hanson, passenger traffic manager.

On its new schedule, the Sunset will leave Los Angeles at 3 p. m. daily, two hours later than now, with arrival in New Orleans at 4 p. m. the second day.

Westbound, it will depart from New Orleans at 11 a. m. and arrive in Los Angeles at 11 a. m., providing connection with both the Coast and San Joaquin Daylights to the north.

At present the eastbound Sunset leaves Palm Springs at 3:55 p. m. After October 2 it will be about 5:45 p. m. westbound, the Sunset arrives at 7:32 a. m. Under the new line-up it will arrive here around 4:40 a. m. Exact local times have not yet been received by S. P. offices here.

The faster schedule for the Sunset is due to delivery of new 4000 horsepower Diesel locomotives that will handle the train east of El Paso.

Copeland Gains After Surgery

W. H. Copeland, owner of the Desert Sweet Shop, is recovering from major surgery performed at Riverside Community hospital last month and, with Mrs. Copeland, plans to return to the Village soon. The family is spending the remainder of the summer at Balboa beach.

The Desert Sweet Shop is scheduled to reopen in Colborn Center October 1.

Delay Recognition Of Hospital Union

Supervisor William Jones, formerly a worker at the county hospital, failed to get a second to his motion Monday that supervisors officially recognize an AFL local made up of county hospital employees and the proposal was tabled until other supervisors further look into the situation.

Representatives of the union said that hospital heads will not deal with the union as such until the board gives official recognition.

Health Officials Confer in Village

Senior Sanitarian Lloyd Irons of the Riverside County Health department was a Village visitor Tuesday as he conferred with City Health Officer Dr. O. B. McRory in the matter of inspections and other health problems in Palm Springs.

Air Show Slated For October 2 at Big Rock Airport

Free air show featuring nationally known artists is planned Sunday, October 2, at Giant Rock Airport near Joshua Tree across the desert to the north, G. W. VanTassel, manager-operator of the unique airport, said this week.

Besides boasting a natural grandstand for the show, the airport office and lounge are under the "world's largest boulder" which made headlines during the war when Frank Critzer, suspected spy, blew himself up in the rock cavern as officers neared to arrest him.

Sammy Mason will perform his "How Not to Fly an Airplane" act which has been shown in newsreels all around the country. Roy Cusick will stunt his "Super-Cusick" glider and a World War I Jenny and Frances Karl will do spectacular stunts in the air.

The show will start at 10 a. m. and continue until 2 p. m. Road signs will direct traffic from the 29 Palms road at Joshua Tree to the airport which is being maintained as a "Fly-In" and playground.

Desert Section Gets "Write-Up"

Palm Springs and environs, Desert Hot Springs and other county spots came in for favorable comment in a recent issue of the County Officer magazine. The article was supplied with ample illustrations by the All-Year Club of Southern California.

Village 5 and 10 Re-Opens With Much Additional Space

Formally open just a week ago today, the Village 5 and 10, now boasts 5000 square feet of floor space at the corner of Palm Canyon drive and Andrews.

Remodeling and reconstruction operations commenced in June by owner Ken DuBose who not only spent \$12,000 in alterations and enlargement but tossed in a great deal of sweat and elbow grease himself to make the five

and dime one of the neatest and most attractive stores in the Village.

Originally taking over the old Indian "hole-in-the-wall" store at the corner in 1936, DuBose later moved to Amado and Palm Canyon, returning to the present location in 1939.

The present alteration job is the third enlargement of the store, he said.

The Desert Sun—3
PALM SPRINGS, CALIFORNIA
Friday, September 18, 1949

KILL ATHLETES FOOT "TE-OL BEST SELLER" SAYS PALM SPRINGS DRUG CO.

HERE'S THE REASON. The germ grows deeply. You must REACH it to KILL it. TE-OL, containing 90 per cent alcohol, PENE-TRATES. Reaches more germs. Your 35c back from any drugstore if not pleased in ONE HOUR. Palm Springs Drug Co.

Weber's

GOOD IDEAS

KITCHEN TRICK

USE leftover waffle or pancake batter for corn fritters. Keep in refrigerator till ready to use—then just add drained corn and a pinch of baking powder.

HOUSEHOLD HINT

THOSE MESH bags from citrus fruits are fine for winter-time storage of garden bulbs. Hang bags in garage—bulbs will stay dry and aired.

RECIPE

SPANISH OYSTERS

2 Tbsp. butter or margarine
1 Tbsp. onion, chopped
2 Tbsp. flour
1 tsp. parsley, minced
1 tsp. green pepper, minced
2 Tbsp. celery, minced
2 c. canned tomatoes
Salt, pepper
Worcestershire sauce
2 doz. oysters
4 slices buttered toast

Cook chopped onion in butter until light yellow. Add flour, allow to brown slightly. Add parsley, green pepper, celery. Add tomatoes, cook for 10 mins. stirring frequently. Season with salt, pepper, dash of Worcestershire. Add oysters, simmer until edges curl. Serve on toast.

A FRESH APPROACH...

FRESH WEBER'S Bread is an all-family favorite. Weber's delicious flavor makes other foods taste better. Today—every day—buy fresh Weber's Bread in the checked blue and white gingham wrapper!

128-9



WHITEHORN RANCH

JOSHUA TREE CALIFORNIA

The famous desert health bowl for sufferers of arthritis, sinus and asthma.

3000 Feet Elevation All Year Climate

Big 1 1/4 Acre Rancho Homesites

BUSINESS—MOTEL—RESIDENTIAL—INCOME
SITES AVAILABLE ON MAIN HIGHWAY

TERMS AS LOW AS	\$50 DOWN	\$15 MONTH
-----------------	-----------	------------

RANCH OFFICE

Cor. 29 Palms Highway and Outpost Road, Joshua Tree, Calif.

DIRECTIONS: Whitehorn Ranch is approximately 35 miles from Palm Springs. Drive North on Indian Ave. to Highway 99, turn west short distance to 29 Palms Highway and follow to ranch property.

RED ARROW days

at SAFEWAY

VALUES

Here's an exceptional value event to acquaint you with the many savings at Safeway. In every section of the store you'll find low price features that offer you a chance to cut down on food costs. Come, visit your nearby Safeway, share in these outstanding values... and save! Look for the Red Arrow markers at Safeway. They'll lead you to money saving values.

SAUCE & JUICES

Cranberry Sauce	12-oz. can	19¢
Grapefruit Juice	46-oz. can	29¢
Grapefruit Juice	18-oz. can	14¢

CANNED MEAT, FISH

Spam	Home's	12-oz. can	38¢
Lunch Tongue	Libby's	4-oz. can	30¢
Roast Beef	Armour	11-oz. can	49¢
Pink Salmon	Prince	16-oz. can	55¢

MORE LOW PRICES

Spaghetti	Home's	15 1/2-oz. can	15¢
Tomato Soup	Campbell	10 1/2-oz. can	10¢
Soup Mix	Betty Crocker	3 pkgs.	32¢
Salad Dressing	Dorland	12-oz. bottle	33¢
Swiftling	Swift	3-oz. can	79¢
Poultry Seasoning	Best	1-oz. can	9¢
Bird Gravel	French's	1 1/2-lb. bag	9¢
Matches	Dominion	10 boxes of 10 boxes	9¢
Matches	Dominion	10 boxes of 10 boxes	9¢

FULLY TRIMMED MEATS

Selected top grades of beef, lamb, pork, veal, aged to peak of flavor and trimmed waste free.

LAMB LEGS	Shankless, Fully Trimmed, U. S. GOOD Grade	lb.	63¢
LAMB ROAST	Square Cut, Shankless, U. S. GOOD Grade	lb.	49¢
ROUND STEAK	U. S. GOOD Grade, Bone in	lb.	69¢
SHORT RIBS	To Bake or Broil, Cut from U. S. GOOD Grade Beef	lb.	23¢
Boiling Beef	Plate meat, Cut from U. S. GOOD grade beef	lb.	13¢
Lamb Chops	Large loin, U. S. GOOD lamb, (Small loin, lb. 85¢)	lb.	75¢
Bacon Squares	Excellent for seasoning. Wrapped in cellophane.	lb.	25¢
Ground Beef	Freshly made. Packed in Viking Cases.	lb.	39¢

Miscellaneous Beef Items

Beef Liver	lb.	69¢
Beef Hearts	lb.	29¢
Beef Tongue	lb.	39¢
Beef Brains	lb.	29¢
Oxtails	lb.	29¢

COUPON

SAVE 15¢ on a 25-lb. or larger bag of KITCHEN CRAFT FLOUR

Guaranteed to Work Wonders with Any Recipe!

Bring this coupon to our store and get 15¢ off the regular retail price of a 25-lb. or larger bag of Kitchen Craft Flour.

OFFER EXPIRES OCTOBER 1, 1949
Cash value 1/20th of 1 cent R-13

Neon Enterprises

Electrical Advertising AND MAINTENANCE

P. O. Box 3179 Indio, California

Neon:

- CONSTRUCTION
- DESIGNING
- ERECTION
- MAINTENANCE
- LIGHTING

• MODERN SERVICE EQUIPMENT •

Signs:

- WALL
- TRUCK
- HI-WAY
- GOLD LEAF
- SCOTCH-LITE

CRANE SERVICE

..... SERVING THE DESERT EMPIRE
Phone Palm Springs 3411
Manufacturers of Better Signs



Cuckoo Quiz

What has the last word of a woman?

HELLO!

AN ECHO

SAFEWAY

POTATOES RED APPLES CORN CABBAGE MELONS

For full value in produce, shop at Safeway. Farm-fresh fruits and vegetables, priced by weight.

U. S. No. 1A White Potatoes	10 lbs.	35¢
Northern Grown Jonathans	lb.	7¢
Washington Evergreen	lb.	8¢
Utah Grown, Crisp, Solid Head, For Slaw or to Cook	lb.	3 1/2¢
Persian Variety, Fine Flavored, Thick Meated	lb.	4¢

HOUSEHOLD ITEMS

Cashmere Bouquet	3	23¢
Palmolive Toilet Soap	2	15¢
Boraxo For Dirty Hands	1	15¢
Ivory Snow For	12 1/2-oz. box	27¢
White Magic Soap	28-oz. box	23¢
White King Soap	22-oz. box	27¢
Scotch Soap	48-oz. box	49¢
Vel	15-oz. box	27¢
Water Softener	30-oz. box	23¢
Argo Gloss Starch	12-oz. box	9¢
Sunbrite Cleanser	12-oz. box	7¢
Antrol Ant Spray	14-oz. bottle	39¢

CRISCO

Vegetable shortening (1 lb. can, 50¢)

2-lb. can	83¢
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CAKE MIXES

Cinch, White, Gold, Spice, Devil Fudge.

per pkg.	37¢
----------	-----

SILK TISSUE

Fine quality toilet paper. Note price.

2 rolls	11¢
---------	-----

HILLS COFFEE

Red can, Regular or drip, (2 lb. 1.03)

1-lb. can	55¢
-----------	-----

LUX SOAP

Fine quality toilet soap, Regular size.

2 bars	15¢
--------	-----

PEANUT BUTTER

You'll find their favorite kinds at SAFEWAY

Beverly Regular	12-oz. jar	29¢
Beverly Chunk	12-oz. jar	29¢
Beverly Regular	24-oz. jar	57¢

HOUSEHOLD ITEMS

Cashmere Bouquet	3	23¢
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Sunbrite Cleanser	12-oz. box	7¢
Antrol Ant Spray	14-oz. bottle	39¢

CRISCO

Vegetable shortening (1 lb. can, 50¢)

2-lb. can	83¢
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CAKE MIXES

Cinch, White, Gold, Spice, Devil Fudge.

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----------	-----

SILK TISSUE

Fine quality toilet paper. Note price.

2 rolls	11¢
---------	-----

HILLS COFFEE

Red can, Regular or drip, (2 lb. 1.03)

1-lb. can	55¢
-----------	-----

LUX SOAP

Fine quality toilet soap, Regular size.

2 bars	15¢
--------	-----

PEANUT BUTTER

You'll find their favorite kinds at SAFEWAY

Beverly Regular	12-oz. jar	29¢
Beverly Chunk	12-oz. jar	29¢
Beverly Regular	24-oz. jar	57¢

Drownings are the second leading cause of accidental death among persons from 5 to 14 years of age.



1547 N. Palm Canyon Dr.

For Children 2 to 6

Transportation furnished. Licensed by the State of California, Supervised play. . . . Accredited teachers for kindergarten classes.

ART-MUSIC-DANCING

Hourly, Daily, Weekly Monthly Rates

PHONE 3 2 1 3
Baby Sitting Provided

Village Girls Invited to Enter Nation-Wide Contest

Palm Springs is included in a nation-wide contest, a part of the Lux Radio Theater 15th Anniversary contest and six local girls will be chosen to compete for the title of the "nation's most beautiful 15-year-old girl."

Only girls born in the calendar year of 1934 are eligible and Village candidates must reside in the listening area of Radio KCMJ.

Photographs of those desiring to enter the contest must be sent "Lux Radio Theater 15th Anniversary Contest," care of Radio KCMJ not later than Sept. 24.

A local committee of prominent citizens will select the six photographs of the girls they consider most beautiful. Each of these winners will be awarded a beauty kit worth \$25.

Photographs of the six local winners will appear in a newspaper advertisement October 17,

the night of the 15th anniversary broadcast of "Lux Radio Theatre." Grocery store displays will carry pictures of the girls and the public will be invited to vote for its favorite among the six winners.

The girl receiving the greatest number of votes will be awarded a gold Lady Elgin wrist watch by Lever Brothers company, as well as local prizes. A photograph of the local winner in each CBS station area will be sent to William Keighley in Hollywood, producer of "Lux Radio Theatre," for final judging to select the national grand prize winner. Judges will be June Haver, Mark Stevens and W. L. Gordon, of 20th Century Fox.

The national winner will be awarded a 10-day all-expense trip to Hollywood with parent or guardian during the Christmas holidays as the guest of June Haver. While in Hollywood, she will receive a glamorous wardrobe styled by Cole of California, and will be given screen and make a personal appearance on "Lux Radio Theatre" over the CBS coast-to-coast network.

From Page 1—MORE ABOUT— This Side . . .

sick about it . . . "I should have picked that one."

FROM READING the public prints—women's section—I have come to the conclusion after all these years, that I am glad I am of the male variety. . . . Think of having to lengthen or shorten your pants each fall because of what some dope in Paris thought up. . . . So you think that maybe Smith or Jones is the world's commonest name . . . you're wrong . . . it's Wong. . . . More than 1,000,000 Chinese are named Wong. . . . Interesting tidbit, eh? . . . An old boy in town, thinking back to the days of his youth, was interested in that little sentence in this piece last week. . . . That one about the new cars without gear shift levers bringing back the era of one-armed drivers. . . . "Ah, yes," he sighed, "but it also removes a hazard. . . . Many's the time I've been slapped when I made a mistake reaching for the gear shift lever."

RALPH NESMITH, the Village inventor, turned thumbs down at last on an invention I suggested to him some time ago. . . . I told him that I kept my glasses dirty as an economical move. . . . I didn't have to buy new glasses that way. . . . His report was that the idea is no good. . . . "Too dirty for efficient reading and too clean for efficient sun shields." . . . Well, I tried. . . . George Bond, transportation chief for the school district, says he always gets a kick out of the first-grade kids watching the first-grade kids boarding school buses for the first time. . . . It's a big day in their lives. . . . He is right but it makes me sort of sad to see a little tot starting school for the first time. . . . Up to now he's had a sheltered life. . . . Loving care and kindness. . . . Security and the idea that the world was a pretty good place. . . . Then he starts school and meets that outside world for the first time. . . . Think of the disillusionment ahead!

I WILL LEAVE you with that happy thought . . . and with the reminder that next month we have but one holiday . . . October 12 . . . when, we hope, a lot of people will re-discover Palm Springs.

Gunshot Victim Gaining Rapidly

Improving rapidly is David Bruce, son of Mr. and Mrs. Sylvester Bruce, who is at the Community hospital as result of a gunshot wound suffered last week as a .22 rifle was accidentally discharged with the bullet imbedding itself in his groin.

JEAN WALSH
Mamieurst

Phone
2 3 7 7

Helen of
Hollywood

509 N. Palm
Canyon Dr.

Welcome New Son

Born to Mr. and Mrs. William Hendricks, 176 Calle Encelia, Wednesday morning at 4:24 o'clock, a baby boy weighing eight pounds, eight ounces at the Community hospital.



Hollywood
Curl-Pak

Original Helen of
Hollywood permanent
wave for hair which
has a natural tendency to curl.

(Starts on Page One)

PUBLISHER'S CORNER

excellent facilities—have been built to greatly increase the number of visitors that can be taken care of at one time.

WIDENING OF INDIAN AVENUE, which is included in the Indian lands bill, will relieve badly over-taxed Palm Canyon Drive.

NUMEROUS OTHER IMPROVEMENTS could be mentioned. But, as one of our councilmen told me the other day, the more you give the people the more they want. We can't expect to get them all at one time. As funds can be provided, we need a larger golf course. (This may be provided through private funds). The sanitary district should be extended so more business and residential property will have sewage facilities. Some time soon we'll have to provide better housing for our city offices and departments. And we'll never be happy until something is done about El Mirador and that eyesore which was to be a beautiful hotel up on N. Palm Canyon. Anyone could think up enough such, needed and wanted improvements to keep the city busy and broke for twenty-five years.

WE ARE THANKFUL for the many improvements which are now—or soon will become—actualities. We have our city officials and a lot of very public spirited individuals to thank for this progress. These things just don't happen—they take years of planning, plugging and promoting. Someone objects to almost every improvement proposed—or thinks their pet project far more important. This writer believes some improvements should be made in our city government that wouldn't cost a cent. But no one should be unmindful of our many blessings.

From Page 1—MORE ABOUT—

REDWINE . . .

for school districts and legal advisers to the board of supervisors, the county flood control and water conservation district, the county planning commission and all other county departments.

ALTHOUGH THE ACTION to oust Redwine passed quickly once it was formally introduced, the matter came in for some heated discussion among the supervisors in informal session an hour or so before.

New King Arrives

Born Tuesday at the Community hospital to Mr. and Mrs. Chester King of Twenty-nine Palms was a boy at 2:30 p. m. Weighing seven pounds, two and a half ounces, the child was named Alan Scott.

Still recuperating at the Community hospital from a heart attack suffered two weeks ago is Vic Sudaha, owner-operator of The Palm House.



"Little Willie" will be "Big Bill" before you know it. The Life Insurance Policy you take for him now will be his best one—ever!

Samson-Curtis, Inc.

GENERAL INSURANCE

756 No. Palm Canyon Drive
Phone 2719

From Page 1—MORE ABOUT— GOOD WILL

business houses, Dunkerley said. Burns, representative of the Hotel and Apartment association, said the big attraction is, of course, gambling, but that the hotels and restaurants make their own way independently of gambling attractions.

"AND THEY'RE DOING IT on five to eight dollar rates, too," he said. It was pointed out that even in the finest deluxe hotels a \$10 rate was about tops for doubles and that most of the rates ran from four to six dollars. It was further noted that the hotels had done a great deal of wooing of travel agents throughout the country. Las Vegas has made friends of these "salesmen" to such an extent that the agents are glad to direct and divert vacationers in their direction.

"A marvelous time" was the way each described the trip, telling of the fine treatment ex-

tended them by "everyone" at the sister resort. The foursome also had an opportunity to sit in on session Tuesday night at a convention of the Utah-Nevada Hotel Men's association which they said was most enlightening.



Look for me
on
Sept. 29

MR. EMPLOYER . . .

NEED HELP?—DEPEND ON

"YOUR GIRL FRIDAY"

Desert Employment Agency

262 So. Indian Ave.

Ph. 2364

IRISH SETTERS OF DISTINCTION

We are 3-months-old Puppies. Look at our parents pedigree: 18 CHAMPIONS IN 4 GENERATIONS. Can you beat that? Reasonably priced too!

LARRY HEIST

RED-ARROW KENNELS

Owner, Professional Handler and Agent

1195 W. ARROW, FONTANA, CALIF.

PHONE 9823



HENRY A. SIMSARIAN

Plumbing • Heating • Cooling

APPLIANCES

850 N. PALM CANYON DR.
PHONE 2768

WHY THE MISSOURI PACIFIC RAILROAD STRIKE?

Over twenty years ago, the Congress of the United States passed the Railway Labor Act. It was hailed by union leaders as a model for the settlement of labor disputes.

efficiently or economically. With the passage of the unions ignore agreements or laws.

Provisions of the Law which are Disregarded

There are five ways under the Railway Labor Act to settle disputes over the meaning of contracts:

- 1—Decision by National Railroad Adjustment Board.
- 2—Decision by System Adjustment Board for the specific railroad.
- 3—Decision by arbitration.
- 4—Decision by neutral referees.
- 5—Decision by courts.

The Missouri Pacific Railroad has been and is entirely willing to have these disputes settled in accordance with the requirements of the Railway Labor Act. Regardless of this fact, the union leaders have shut down that railroad.

Innocent Bystanders Suffer Losses and Hardships

There are about 5,000 engineers, firemen, conductors and trainmen on the Missouri Pacific. They are known as "operating" employees, and are the most highly paid of all employees on the nation's railroads, but their strike action has resulted in the loss of work to 22,500 other employees of the Missouri Pacific. In addition, they have imposed great inconvenience and hardship upon the public and the communities served by that railroad.

The Railway Labor Act was designed to protect the public against just such interruptions of commerce.

If these men will not comply with the provisions of the law for the settlement of such disputes, then all thinking Americans must face the question, "What is the next step?"

President Truman's Board Condemns Strike

There is an established legal method for handling disputes involving existing written contracts—just as there is such a method of settling any contract dispute which you may have in your daily life.

The President of the United States appointed a Fact Finding Board to investigate and adjust the Missouri Pacific dispute. This Board reported, in part, as follows:

"... it is with a deep sense of regret that we are obliged to report the failure of our mission. It seems inconceivable to us that a coercive strike should occur on one of the nation's major transportation systems, with all of the losses and hardships that would follow, in view of the fact that the Railway Labor Act provides an orderly, efficient and complete remedy for the fair and just settlement of the matters in dispute. Grievances of the character here under discussion are so numerous and of such frequent occurrence on all railroads that the general adoption of the policy pursued by the organizations in this case would soon result in the complete nullification of the Railway Labor Act. . . ."

Obviously the railroads cannot be run

What are These Strikes About?

These strikes and strike threats are not about wage rates or hours. They result from disputes over the meaning of existing contracts. They cover claims for a full day's pay for less than a day's work, or for payments for services performed by others who were fully paid for the work done.

CLASSIFIED AD DEADLINES

Tuesday Issue
Mon. 10 A. M.

The Desert Sun
Phone 2249

Friday Issue
Thurs. 10 A. M.

DESERT BAKERY

446 So. Indian Ave. --- Near Ramon Rd.

OPENS SATURDAY

Sept. 17

A Complete Line of Fresh Bakery Goods
Wedding and Birthday Cakes
Decorated by Lorraine

---FEATURING DAILY---

All Kinds of

JEWISH BREAD and ROLLS

By HARRY BORNSTEIN

A New York Jewish baker
of 45 years experience.

You Are Cordially Invited
to Visit Our Shop Tomorrow

PHONE 7982



Doing the Village

with
MOYA HENDERSON

Returnees to Palm Springs this fall are Don and Lorene Cole who found, after an absence of two years, that the lure of the desert was too strong for them. Don will return to teaching at the junior high school.

The Earl Coffmans and Charlie Farrells are going to take advantage of the mellow September days at the beach for another month before getting into the rush of things here. Both of the men will continue to commute regularly to attend to business and civic affairs.

Ruth and Claude Valeur are

enjoying a San Francisco vacation before returning to the Village and more mundane matters and the Sam Pascals have just returned from their San Francisco jaunt with their two boys.

It Won't Be Long

It won't be long now until Western Week and nobody is going to be caught napping. Energetic Bob Bennett has committees organized and going great guns as was demonstrated when he met with his chairmen for luncheon at the Doll House Tuesday. This first big event of the season is a Los Compadres tradition.

Evelyn Purcell came back to town last week bringing home baby John Richard. Frank Jr. left the fold to attend his parents' alma mater, U.S.C. Also enrolled as freshmen at that

institution are Mabel Potter and Elanne Purnell. Judy Lorenz chose San Diego State to further her education. Ann Oliver is off to Palo Verde college, and Wells to Santa Barbara and Patricia Fowler boarded that special train for Stephens. It was quite a week-end for Viola Fowler, after seeing her daughter off, she and Altha Wilson were in an automobile accident on the highway and, although Viola's head broke the windshield, she fortunately suffered only bruises and scratches.

Sally Lockett, who graduated from Pomona college last June, will be on The Desert Inn staff this winter and will handle their publicity. Sally has just recently returned from a trip to Alaska with a classmate.

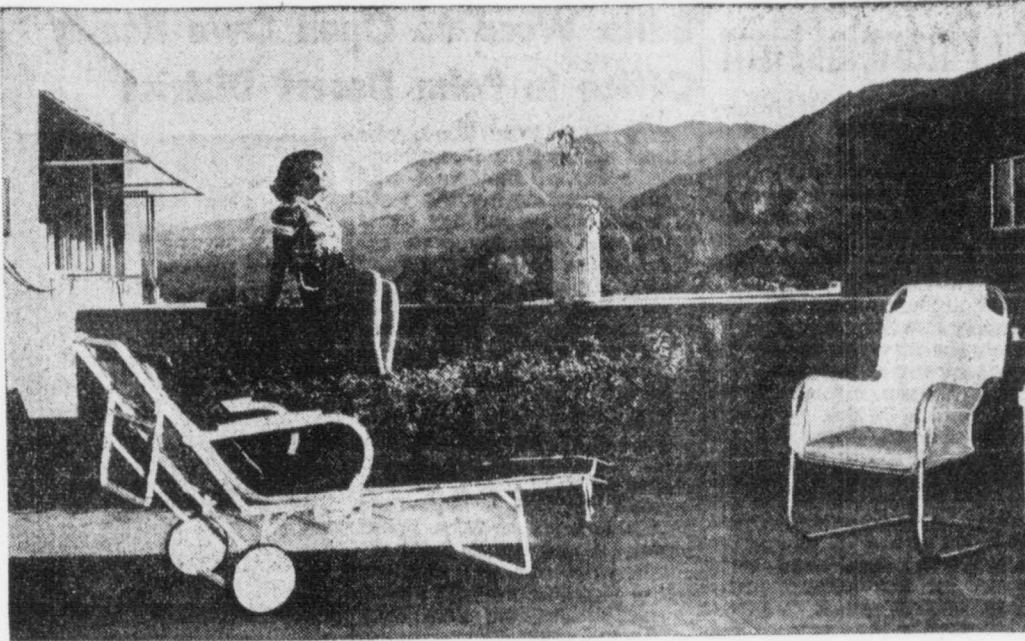
Katherine Khury, school nurse, has had quite a summer. Her travels took her not only to Europe but also down through the Mediterranean and to Egypt and Arabia.

Things are really in the swing when the Doll House opens its portals for the season and its early opening Friday night predicted a busy winter ahead. It was strictly a local gathering that gathered for that jam session made up of the Kenny Pauls, Bill Chinn, Elmo Purnell, Earl Neels, Cliff Campbells, Tex Driskells, Bill Rogers, Jack Gorham, Phil Delano and many others.

After launching off to a big start, George Strobe, accompanied by Johnny Seamon and Verne Burnett, journeyed down to Balboa to close that Doll House and pay a friendly visit to Milt Hicks.

Also at the beach resort over the weekend were Marian and Charlie Mathews as guests of the George Robersons. Dunes dining Thursday evening were the Barney Hinkles and Bill Bogess, the Hinkles having just dropped anchor from their summer in Michigan. Also doing the Dunes were the Earl Houghs and Al Weingartens. The Houghs made bigger news on Tuesday of this week however when the stork dropped off a seven pound boy for the family at the Community hospital. The new addition, unnamed at this writing, is their third child.

Social ACTIVITIES



OFF TO A GOOD START—Shown here are the popular hosts of the Doll House, Ethel and George Strobe, as they watched their season get under way last Friday night at the opening of the famous eatery and night spot. The party, which started early, lasted long with many Villagers there to wish the couple good luck and a good season.—(Earle O'Day Press Service).

Dolores Enos, above, has been visiting her aunt, Twila King, manager of the Canyon View apartments and among the things she likes best about the Village are the swimming pools.

Dolores has been the baby model for I. Magnin and Company of San Francisco. She was also the original model in Walt Disney's animated characters in doll form.

Dolores will enter Presentation convent in San Francisco upon leaving Palm Springs.

Ken DuBoses Celebrate Anniversary

Celebrating their 24th wedding anniversary last Monday evening were Mr. and Mrs. Ken DuBose who "did the town" winding up with dinner at the Doll House.

It was also a celebration and letdown from the stress and strain of the summer during which they doubled the floor space of their Village 5 and 10 and completely remodeled the landmark at Andreas and Palm Canyon drive.

The DuBoses have been Village residents for 13 years, living previously in Los Angeles where they were married.

The Desert Sun—5
PALM SPRINGS, CALIFORNIA
Friday, September 16, 1949

George and Janice Olman of Olman's Travel agency will be home today from an airplane world tour. They had expected to be back earlier but stayed an extra few days in Mexico City.

AUTO

Tops and Seat Covers
Sport Tops - \$45 up
Plastic Seat Covers \$37.95
Fiber - \$24.95

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FURNITURE UPHOLSTERY
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VILLAGE

PALM SPRINGS
THEATRE

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Continuous from 1:45
Sat.-Sun.

Box Office Opens 6:45
Mon. through Fri.

LAST TIME FRI. SEPT. 16

June Haver • Ray Bolger
"LOOK FOR THE SILVER LINING"
—Color by Technicolor—

SAT. ONLY SEPT. 17

ROY ROGERS
"DOWN DAKOTA WAY"
—also—
Elyse Knox • Robert Shayne
"FORGOTTEN WOMEN"
Plus GIANT SCREENO
Jackpots \$250.00

SUN. ONLY SEPT. 18

Irene Dunne • Cary Grant
"PENNY SERENADE"
—also—
BING CROSBY
"PENNIES FROM HEAVEN"
Two Great Favorites

MON.-TUES.-WED. SEPT. 19-21

Judy Garland • Van Johnson
"IN THE GOOD OLD SUMMERTIME"
Color by Technicolor

BANNING

THEATRE

Continuous from 2 P. M. Tues.-Thurs.-
Sat.-Sun.

Phone 3714

FRI.-SAT. SEPT. 16-17

Jimmy Stuart—June Allison
"The Stratton Story"
—also—
Judy Garland
"Wizard of Oz"

SUN.-MON.-TUES. SEPT. 18-19-20

Cary Grant • Ann Sheridan
"I Was a Male War Bride"
—also—
Robert Cummings
"Reign of Terror"

WED.-THURS. SEPT. 21-22

Olsen-Johnson
"Ghost Catchers"
—also—
The Rich Bros.
"Behind the 8 Ball"

Open All Summer 11 to 11 ICE CREAM

• Sundae • Cones

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• TAKE HOME

Quarts and Pints

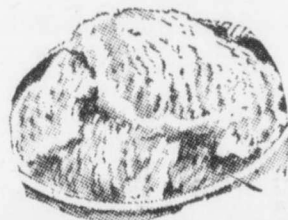
Delicious New Flavors

PALM SPRINGS' FAVORITE DESSERT

Phone 2-4715 for Catering

1480 S. PALM CANYON DR.

Tom Rafferty



Foster's Freeze



SUMMER
SEASON

OPEN 10 A. M. to 12 MIDNITE
Phone 4153

Colgans Return From Visit at Johnson Cabin

Mr. and Mrs. Ed Colgan, managing owners of the Chucawalla Manor, have just returned from a visit with Mr. and Mrs. Barney Johnson at the latter's cabin at Mammoth Lakes in the Sierras.

Mrs. Johnson, who is a member of the Garden Club of Palm Springs, takes her gardening seriously even to the Sierras, as she planted a large lawn, peony bushes, and other mountain flowers. Johnson, who is an expert fisherman, had good luck in getting fish, but fishing has not been up to expectation this year. Ed Colgan did a great deal of fishing, and was fortunate in getting a few.

The Johnsons are returning to Palm Springs October 1 for the season. He is connected with the Culver Nichols real estate office.

Brownes Make Home in East

Mrs. Helen Margaret Browne and popular daughter Brownie, who made such a name for herself at the high school during the past three years they have lived in the Village, are returning to the east where they will make their home in Oak Park, Ill.

Brownie, who had the lead in operatic and theatre productions of the school as well as editing Smoke Signals, the newspaper of the institution, was originally accepted at Redlands university, but decided to further her singing talent at the American Conservatory of Music in Chicago.

Miss Tilghman Active in Texas

Miss Coni Tilghman was in Lakewood a few days visiting her parents, Mr. and Mrs. Richard H. Tilghman after spending the summer in Yosemite. Before flying to Dallas, Tex. to resume her studies at Southern Methodist university.

Miss Tilghman is a member and publicity chairman of Alpha Delta Pi sorority. She is also in the debating club, treasurer of the college organization of General Service and a member of the Promenaders.

Miss Tilghman lives with her aunt Judge Sarah T. Hughes who is the first and only woman judge in the state of Texas.

Miss Tilghman is active in aiding Judge Hughes in her campaigning for jury service for women of Texas. She will present the college students view on this subject before the 500 members of the Business and Professional Women in Dallas October 8.

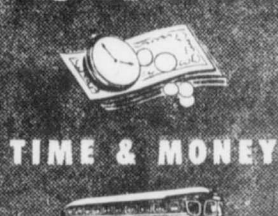
Soroptimists Set for Season

Local Soroptimists are preparing to start their fall program out with a bang by the observance of Founders week, Sept. 28 to Oct. 5, commemorating 28 years of service by the worldwide organization.

The group will hold its first formal fall meeting Tuesday, Sept. 27 at the Chi Chi where all meetings during the year will be held, and on Oct. 4, a special Founders day program is being planned.

Most drownings occur in water from 7 to 10 feet deep and within 10 yards of safety, according to Red Cross.

SAVE



TIME & MONEY

9 Schedules Daily to Los Angeles

3 Schedules Daily to San Bernardino

2 Schedules Daily to Pasadena

7 Schedules Daily to Riverside

There are NO LOWER Fares!

Los Angeles \$1.95

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Plus Federal Tax

Buy Round Trip Tickets—Save 20% on Return Trip!

GREYHOUND

R. DUNLAP, 218 N. Indian Ave.

Phone 3737

HORSEBACK RIDING

\$1 per hour

Effective Sept. 17 through Oct. 31

ARABY STABLES

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NOW under management of Jim Chandler



HOT WATER GALORE is necessary for automatic dishwashers..

automatic laundry machinesgrowing families

GAS supplies it 3 times faster ...and at less than

1/2 the cost If you have hot water shortages, study this chart...

Learn the size of heater you really need

and install an automatic Gas water heater now. You'll

find that it costs less to buy, too! See your dealer

or Gas Company.

Here's the size of AUTOMATIC GAS WATER HEATER your family needs:

Number Bathrooms	Number Bedrooms	Gallons Storage
1	1 or 2	30
1	3 or 4	40
2	2 or 3	40
2	4 or 5	50
3	3	50
3 or 4	4 or 5	75

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GAS has got it!

SOUTHERN CALIFORNIA GAS COMPANY

NO SALE!

NO SALE!
NO SPECIALS!

Just passing on to you our BEST PRICES
and Quality... ONE'S that will fit...

Everyone's Pocketbook!

FRESH FRUITS & VEGETABLES
FROZEN FRUITS & VEGETABLES
CANNED FRUITS & VEGETABLES

COMPLETE LINE OF ITALIAN FOODS

Cheese Spaghetti
Smoked Meats
Desserts

BEER AND WINES

"DON'T FORGET" DEPARTMENT

Something new! Come see just
how well we can serve you.

Connie and Johnny

DE VINE'S

THE GOLDEN RULE

Across from Steven's School
OPEN 10 A. M. TO 10 P. M.

505 N. Palm Canyon Dr.
CLOSED MONDAYS

Bank of America Launches Campaign to Aid Business

L. M. Giannini, president of the Bank of America, announced today that the bank was undertaking a new advertising campaign of major proportions throughout California to aid in restoring the confidence of the buying public and stimulate retail sales in all lines of business.

In a personal letter directed to the executives of more than 4,000 manufacturing establishments, Giannini, just returned from an extensive countrywide tour, pointed out that the potential market for goods is far greater than that prevailing before the war. Nearly 59,000,000 civilians are employed, he said, personal incomes are high and there is a record increase in savings. Demands for goods which could not be supplied during the war are still running strong.

However, the retail customer appears uncertain as to quality and future price trends and it seems to the bank, Giannini stated, that the situation could be substantially remedied by aggressive and resourceful salesmanship to convince the consumer that price levels are stabilizing and that high quality goods are now being offered at reasonable prices.

As practical evidence of its own views, Bank of America is immediately launching its vigorous advertising and merchandising program.

The Desert Nursery School

Children—Ages 2 to 6 Years

Daily • Weekly • Monthly

Personalized Care — Transportation

244 So. Palm Canyon Dr. Phone 4773

PLAZA JEWELERS

IN THE PLAZA

Now Open for the Season

EXPERT WATCH REPAIRING

Phone 5751

PIONEER SIGN CO.

"MAC" MAGENNIS

"BILL" MAIDHOF

378 S. Indian Phone 6423

21st Anniversary Is Observed Here By Financial Firm

Observance of its 21st birthday was noted by United Title Guaranty company last Wednesday as the company, founded by D. W. Lewis, veteran Riverside county builder and planner, celebrated the event in its two offices, the one in Riverside and at its Palm Springs branch.

Now a county institution, the company also numbers as an associate the Riverside County Escrow company of Banning.

D. M. Morgan, manager of the local branch, which is nearly three years old, states that the founder was one of the original planners who laid out the boundary lines at the founding of the county. Lewis died last December at the age of 84. Now at the helm is a son, Ben, who is well-known on the county realty board. Another son, R. O. Lewis, is secretary of the company, and Val Valentine, well-known locally, handles public relations for the organization.

Morgan took over the Village branch two weeks ago as manager, having been manager of the Banning office prior to that time. An innovation being introduced by the local office for the first time is the availability to realtors and brokers of Saturday and Sunday escrow and title work.

Purnell and Rogers Start 3rd Season

Reopening their Palm Canyon Market and Lockers at 1111 S. Palm Canyon drive, Clarence Purnell and Bill Rogers are starting out on their third season in the business of supplying customers' food wants.

Several new lines have been added to the popular men's selection of standard brands, with S&W and Iris brands being featured. Purnell has been in the Village 10 years and Rogers more than 18.

6—The Desert Sun

PALM SPRINGS, CALIFORNIA Friday, September 16, 1949

Real Estate News

Edith Ward to Open Own Realty Office in Palm Desert District

Miss Edith Eddy Ward, who started selling Palm Desert property even as bulldozers and graders were moving the earth to create streets and lay water mains and who has been exclusive sales agent for the Palm Desert Corporation for the past three years, has resigned that post to devote full time to her own business operations as a real estate broker, the announced today.

Miss Ward will make her headquarters at the Shadow Mountain Club. As the pioneer realtor of Palm Desert, she has handled the sale of more than \$2,000,000 worth of Palm Desert properties and has a large clientele of owners and prospects whose interests she will handle in establishing her own independent operations.

"I will always feel happy about the honor accorded me by Cliff Henderson, founder-president of Palm Desert Corporation for selecting me to launch the sales activities of Palm Desert," Miss Ward said.

"Having lived in the desert as a child and loving this land of sunshine and health, I was happy to help this wonderful project succeed."

"I don't want anyone to think that I'm leaving Palm Desert. Quite the contrary is true. By working by myself, I will be able to devote my full time to selling Palm Desert properties and not be burdened with many extraneous managerial activities which quite naturally fell upon my shoulders during the past three pioneering years," Miss Ward said.

Recently Miss Ward was honored by being selected as secretary-treasurer of the Ocean-Desert Highway association, formed to publicize and promote the new highway from Oceanside, across the Santa Rosa mountains, leading into Palm Desert.



REALTOR—Miss Edith Eddy Ward who will devote her entire time to real estate in Palm Desert area this season.

Village Market To Open Sundays

Giving every evidence of a price and hour market war in Palm Springs is the third announcement within a week of new hours and prices, this time from Herman Reich of the Village Market.

Reich said that inasmuch as the two other major markets of town have cut prices that his will now have eye-opening features in bargains.

Hours, said Reich, will be from 8:30 a. m. to 7 p. m. daily and from 9 to 6 on Sundays.

P. S. Employers Office Asks for Quicker Replies

Opening a week ago for service to both employer-members and employees in the Village, the Palm Springs Employers association office, Andreas and Indian avenue, is gradually swinging into the fall activities this week.

Managers William and Opal Braman state there are several things indicating a slowness in this office for another month yet as compared to last season—workers are reluctant to return to the Village, employers are slow in their remittances and new members are needed.

Many accounts are overdue from last season, it is reported, and the fact that there are not enough members yet in town to form a quorum of the board of directors, is working a hardship on the office at the present time. Braman urges all who can, to mail their remittances to the organization as soon as possible.

Cream O' Gold Ice Cream New Epicurean Dish

Cream O' Gold ice cream, described by its manufacturers as "the finest ice cream that can be made," was introduced today by Golden State Company, Ltd.

The new product, made only of the finest ingredients, has been consumer tested for almost a year for texture, flavor, richness and appearance by an independent testing agency.

Harold Sloan, Golden State's ice cream department manager said today that the most rigid ice cream specifications in the dairy company's 45 year history have been set for Cream O' Gold which comes in a maroon trimmed gold foil carton.

DeVines Return To Business Field in Village

Connie and Johnnie DeVine, who until 1946, operated DeVine's Market, Indian and Amado, are opening their new food shop today at 505 North Palm Canyon drive. To be known as DeVine's, it will operate under the same policy as the old market with "prices within range of everyone's pocketbook."

Store hours are 10 to 10 daily except Monday for the popular couple who will be on hand to greet old friends who were previous customers, as well as new friends.

Sodergrens Return From Vacation

In the Village this week are Mr. and Mrs. C. O. Sodergren, owners-operators of Bisonte Lodge, who have spent most of the summer in and about Los Angeles. Retouching and opening is the order of the day at the popular lodge as the owners gear themselves for "a good season."

Shangri-La Palms Announces New Expansion Plans

Messrs. Malnick and Simmons, owners and developers of Shangri-La Palms, one of the fastest growing communities in the Palm Springs area, announce the purchase of the beautiful date grove, adjoining Wallace Date Gardens on Ramon road and U.S. Highways 60-70-99 at Thousand Palms, and only four blocks from the residential section of Shangri-La Palms. This property is only 50 feet from the main U. S. highway, contains over 300 beautiful date palm trees and is sub-divided in 1/3 acre lots excellent for business and motel units.

There has been no suspension of building all through the summer at Shangri-La Palms reflecting the demand for low-priced housing in the Palm Springs area. There are over 60 families now living there and more are being occupied as fast as the homes are being finished.

Shangri-La Palms is the only community in the entire Palm Springs area offering homes, fully improved, modernistic in architecture and constructed of insulating pumice block and steel for as little as \$3000. It is only a 10-minute drive to the center of Palm Springs and close to stores, schools, churches and transportation.

From Palm Springs, Shangri-La Palms is reached via Ramon road. It is a half mile east of the intersection of Ramon road and Highway 99.

Mrs. S. W. Collier Leases Snyder Home for Season

The beautiful Irving Snyder residence, known as "White Tiles," in Las Palmas Estates, has been leased for the coming season by Mrs. S. W. Collier of Chicago. Mrs. Collier left the midwest metropolis at present on a tour of the west coast and plans to arrive here to take up residence November 1.

It will be her third successive season in Palm Springs. She is active in Village social circles and is a member of the Racquet club where she entertained extensively last season.

Announcement of the lease which extends from November through May, was made by Robert Ransom office in the Plaza. Both parties were represented in the negotiations by William Boggess, associate broker.

Noted National Leaders Inspect Desert Agriculture

Coachella Valley's irrigation distributing system has been viewed by many notables in the past few weeks among the most recent to inspect the works being Jefferson Caffey, U. S. envoy to Egypt.

Yesterday members of a special subcommittee of the House public lands committee arrived at the end of a six-day southland tour to look over the laterals and irrigation plans.

They included Congressman John R. Murdock, (Ariz.), Fred Marshall, (Minn.), Norris Poulsen, (Calif.), and Wayne Aspinall, (Colo.), Congressman R. J. Welch, (Calif.), who was also to have accompanied the group, died suddenly Friday night at Needles. He was a champion of reclamation.

Today an aerial-touring envoy, Ambassador J. Rives Childs, diplomat representing the U. S. in Saudi Arabia, will land in Coachella Valley after a flying visit to the reclamation projects of the southwest.

He will travel by military plane and will be accompanied by Ian Briggs, land use and settlement chief of the bureau of reclamation's regional office at Boulder City.



---and . . . I SAVE by the Week'

SAYS "BILLY" PAYNE, AGE 6 of Children's Tram-View Trailer Village

OUR FIRST DEPOSITOR

Here is Billy's Success Story:

"BILLY" was the first in line awaiting the opening hour of THE DESERT BANK on July 11th, of this year. His SAVINGS made from his sales of papers and from other jobs, had been deposited in a big glass jar, which he was clutching tightly in both hands. As the doors swung open our First Depositor transferred these precious Savings to the Safety of our care, backed by Federal Deposit Insurance, which insures every account on our books. Thus Billy's worries were over as to the safety of his hard earned funds. But there is still another chapter to this "True to Life Story" about savings.

IT'S PENNIES NOW— but SAVINGS GROW FAST! and

BILLY'S COLLEGE DAYS ARE ASSURED ONES

It's a wise teacher, and wise pupil, like Billy Payne, who see in their small, steady savings, better living in the future, college educations, and certain goals accomplished.

Open Your Savings Account Now!

If more convenient . . . USE OUR 'BANK BY MAIL' PLAN SAFE—CONVENIENT—FAST Serving the Banking Needs of THE DESERT EMPIRE

DESERT BANK

Palm Village—Cathedral City—Palm Desert Desert Hot Springs—Rancho Mirage—Thousand Palms

Notice to Our Customers Palm Canyon Market AND FOOD LOCKERS NOW OPEN For the Season

OUR REGULAR PRICES ECONOMY CUTS

Round Steak, lb.	59c
T-Bone Steak, lb.	85c
Sirloin Steak, lb.	59c
Sirloin Tips, lb.	69c
Seven Bone Roast, lb.	49c
Prime Rib Roast, lb.	59c
Boil Meat, lb.	19c
Ground Round, lb.	59c

VEGETABLE—FRUITS

Fancy Peaches, lb. 8c; lug 1.25	
Tomatoes, lb.....	6c
Jonathan Apples, 3 lbs.....	17c
Bunch Vegetables, bnch 2-17c	
White Rose Potatoes 10lb.	39c

WASHING POWDERS

Rinso, pkge.	27c
Lux, pkge.,	27c
Breese, pkge.	27c
WK, pkge.	27c
Vel, pkge.	27c
Purex, qt.	14c
Chlorex, qt.	14c
Ammonia, qt.	19c
Spic and Span, pkge.	22c
Babo, pkge.	11c
Cigarettes, carton	1.49
All Pure Milk, 2 for	25c
Dia. A Sliced Beets, No. 2 15c	
Canned Potatoes, 303 size 9c	
Bisquick, 40 oz	42c
Jello, each	6c
Knudsens Milk	18½c
Ardens Milk	18½c

RENT A LOCKER AND BUY YOUR MEAT WHOLESALE

1111 So. Palm Canyon Drive

Free Delivery

Ph. 5695

Better Late Than Never!

ANNOUNCING

RE-OPENING of the

Palm Springs Drug & Import Co.

Drugs

Prescriptions

Cosmetics

PHONE 3333

Wines and Liquors

The same fine lines

Better Service

PHONE 3222

NEXT MONDAY SEPT. 19th

We're still having our face lifted, but don't let it stop you . . . come on in and say hello.

Fountain

Louise & Heinie

back on the job.

Fine Food

Good Service.

Palm Springs Drug & Import Co.

--- We Deliver ---

160 N. Palm Canyon Dr.

Across from Desert Inn

VILLAGER PLAYS ROLE IN NEW PARMENTIER STORY

Thyrza Cohen, well-known Village resident, who will celebrate her eightieth birthday next month (Oct. 5 exact date) is a leading character in a new book that has just been published by Thomas Y. Crowell, the firm whose "Cheaper by the Dozen" is the nation's No. 1 non-fiction best-seller.

"The Plant in My Window" is the name of my book. It was written by Ross Parmenter, who has Palm Springs affiliations himself, for he was stationed at the Palm Springs Army Air Field for two years during the war. In fact, it was while he was here as a soldier that he met Miss Cohen.



THYRZA COHEN
Figures in New Novel

THE BOOK TELLS of Parmenter's adventures with a plant some one left behind in the apartment he got after returning to New York. Miss Cohen is the heroine of the sixth chapter, for when she went to New York to visit him she provided a big event in the plant's life by re-planting it.

She had to provide more than know-how. A bachelor's apartment in Manhattan being little equipped for horticulture, she had to procure some of the necessities. And one of the best incidents in the book is the story of how she went out and swiped some earth, armed with nothing but a paper sack and a pancake turner.

MISS COHEN, a retired school teacher, came to live in Palm Springs in 1938. She has been active in community projects here ever since. It was through one of them that she met Parmenter. She was a leading spirit in the local U.S.O., with her main function being preparing the refreshments for Global Gab, the discussion group that flourished at the chamber of commerce during the war. It was through these meetings that she and Parmenter became friends.

Miss Cohen's old car, a 1932 Plymouth sedan that she has painted maroon, is almost as fa-

miliar to old-time residents as Miss Cohen herself. It is probably one of the oldest vehicles in town, and every election day she offers to drive voters to the polls.

The way she got the car is typical of her spirit. She was already 63 when she bought it and she had no idea of how to drive. But she figured it was about time she learned. She was living in Los Angeles at the time so she got an instructor to take her out into traffic so she would be prepared for the worst.

SHE CAME to Palm Springs principally for the sake of the health of her brother, the late Henry Cohen, author of "Proudhon's Solution to the Social Problem." He died in 1942, but she stayed on, having come to love the Village and her little cottage with a bright garden at 1187 Granvis Valmonte.

At present she is visiting her sister, Miss Rosa Cohen, at 751 Monroe street, Denver, the city where Miss Cohen was brought up and where she taught high school until 1924.

PALM SPRINGS, CALIFORNIA
Friday, September 16, 1949

The Desert Sun — 7

St. Paul's Opens For New Season Sunday Morning

St. Paul's in the Desert, Episcopal church, will resume services for the new season, in all departments, next Sunday morning the Rev. Robert M. Hogarth, rector, announced Tuesday.

There will be Holy Communion at 8 a. m., followed by Sunday school in all classes at 9:30 a. m.

Divine service and sermon on the topic, "Privilege and Duty" will be at 11 a. m.

Rev. Hogarth called attention of teachers and children to the 15-minute earlier opening hour for Sunday school, 9:30 instead of 9:45.

Every session opens with a service of worship in the church. The St. Cecilia choir of older children leads the singing under the direction of Wynne Davis Hammond. Parents who bring their children are invited to stay for this service and for the sermon by the rector while the children are in class.

The new parish hall under construction this summer will be ready for future use Sunday, Sept. 25. The architects of the building planned it to extend eastward from the west property line, linking up with the eight Sunday school classrooms, which will be the west wing of the hall, including a large auditorium, kitchen and lavatories and a commodious study for the rector. Including the classroom wing, built two years ago, the total cost, exclusive of furnishings, will be over \$50,000.00. Later in the winter, when the bishop comes, the hall will be dedicated at a formal service.

Sheriff's Posse Wins Trophy

Riverside County Sheriff's posse, under leadership of Capt. J. S. Bordwell and Lt. Roy Helmer, was in possession today of a handsome trophy, won last Saturday when it participated in the colorful La Fiesta de San Gabriel parade in the Los Angeles county city.

The trophy, consisting of a western horse statuette with which is combined a modern electric clock, was brought to Riverside by Captain Bordwell, Lt. Helmer and the more than 20 Riverside county possemen who made the trek to San Gabriel Saturday.

Plan Rally Day At Community Church Sunday

This Sunday is Rally Day in the Sunday school of Community church. A short program will be held recognizing the work that has been done by some of the pupils in the beginners' primary, and junior departments. Graduation certificates will be given to those passing into the higher departments this year. Mrs. William H. Veith, superintendent, said that a fine staff of teachers and leaders has been secured for this season, most of them having had experience in the Sunday school last year.

With the building program nearly completed the Community church now has facilities in which it can conduct a completely graded Sunday school and its work will be carried on according to the highest level of Christian education possible.

AT THE MORNING service at 11:00 the Rev. James H. Blackstone Jr., pastor, will preach a sermon appropriate to the Sunday school Rally Day using the theme "Christian Ambition."

The text is found in 2nd Timothy 2:15, where Paul and the aged missionary gives his advice to a younger man saying, 'Study to show thyself approved unto God.' If the Church of Jesus Christ is to continue to exert its influence in the world for righteousness, justice and truth, it will need well trained and thoroughly grounded leaders who will be prepared for their tasks," said the minister.

Mrs. Violet Fowler will sing a soprano solo. A nursery is conducted during the worship hour and parents are urged to take advantage of this service provided by the church.

THE JUNIOR HIGH and senior high young people will have their opening meeting of the fall season at the home of the pastor, 251 San Jacinto road at 6:15 p. m. It will be an informal time of getting acquainted and of fellowship in song and inspiration.

At the evening service at 7:30 o'clock a motion picture will be shown depicting missionary work in North China as carried on by Kenneth W. Wilson, brother-in-law of the pastor of the Community church. This will be an informative picture showing Chinese life as it really exists and giving an insight to the deeper needs of this great portion of humanity.

LDS Quarterly Conference Here On September 25

Coachella Valley district of the Church of Jesus Christ of Latter-Day Saints will hold Quarterly 25, in the Youth Center and a Conference Sunday, September 25 in the Youth Center at 386 North Belardo road in Palm Springs.

Two public sessions are scheduled, one at 10 a. m. and the other at 1:00 p. m.

Oscar W. McConkie, president of the California Mission of the church, is to preside at the conference and will be the principal speaker. Other speakers are to be missionaries and local officers.

The public is invited and all Latter-Day Saints are urged to attend.

Adventists Will Meet at El Paseo

Announcement was made this week of a change in location of Seventh Day Adventist church meetings.

They will be held Saturday mornings at the El Paseo theater this season.

Still Growing
with
Palm Springs!

VILLAGE 5 & 10



Established in 1936 as "Indian Variety Store" on Indian Avenue



In present location since 1940

NOW OPEN FOR THE SEASON

You are cordially invited to visit our newly decorated and enlarged quarters. Hundreds of items have been added to our stocks, making the Village 5 & 10 one of the most complete variety stores in the Desert Empire. Come in today and get acquainted.

Your Complete 5c & 10c Store

Compliments and Good Wishes

to the

VILLAGE 5 & 10 STORE

with appreciation of a cordial relationship of years standing.

MODERN FIXTURES COMPANY

617-23 South Date Ave.

ALHAMBRA, CALIF.

Tel. ATlantic 2-1254

CUMberland 3-1060

Welcome back ...to Palm Springs!



GREETINGS to the business and professional men and women of the Village. It's wonderful to see you back again. May you all have a prosperous and enjoyable season for 1949-1950.

Canyon View Apartments

TWILA KING, Mgr.

1081 N. Palm Canyon Dr.

Phone 2988

Congratulations to...

Ken Du Bose

on the opening of his newly redecorated and enlarged

VILLAGE 5 & 10

Palm Springs Builders' Supply Co.

490 E. Sunny Dunes Rd.

Ph. 2107

Cathedral City News

By Mrs. Paul W. Clark, Sunhaven Court, Telephone 84-523

Enrollment Up

Cathedral City school opened with an enrollment considerably larger than last year. New faces on the staff are Miss Laura Long, formerly of Desert Hot Springs, and Frances Stevens, who has charge of the kindergarten and Mrs. Mary (Mack) Moore, a resident of Cathedral City for several years and prominent in club and civic affairs, secretary to the principal. Other members of the staff are Mrs. Helen A. Emery, principal, and who teaches part of the 5th and 6th grades, Miss Kathleen Amos 1st and 2nd grades, Mrs. Dorothy Sproule 2nd and 3rd, Mrs. Lulu Thompson, 3rd and 4th, E. W. Emery 5th and 6th and James W. Moore, custodian.

In addition to this regular staff, from the Palm Springs schools come Mrs. Vivian Hays

and Martin Brown for instrumental music instruction and Mrs. Moya Henderson, physical education. The boundaries served by the Cathedral City school include the territory from Araby Point to Del Sol road in Rancho Mirage and north along Date Palm drive to Ramon road.

Mrs. Emery was pleased to announce that it has been possible to have morning kindergarten hours from 8:45 to 11. To be eligible for kindergarten work, children must be four years of age on or before March 1, 1950.

Post Office Tests

Postmaster Jack Hillery announces that the U. S. Civil Service commission has called an examination for probational appointment to the positions of substitute clerk and carrier in

the Cathedral City post office. The basic rate of pay for substitutes is \$1.29 an hour. Appointments are usually made to substitute positions, and promotions made to regular positions according to seniority of appointment. Applicants must actually reside within the delivery zone of the Cathedral City postoffice or be bona fide patrons of the office. No experience is required. Applicants must qualify in the written test. For further information and application card Form 5000AB may be obtained from the Regional Director, Twelfth U. S. Civil Service Region, Room 119, Appraisers Bldg., 630 Sansome Street, San Francisco 11, California, or from the commission's local secretary Earl Waller located at postoffice, Palm Springs and must be on file with the Regional Director, Twelfth U. S. Civil Service Region not later than the close of business on September 21, 1949. There is no opening at present but a civil

service list will be established through this examination.

To Temple Univ.

A long cherished dream is now a reality for pretty Audrey Bentzen, daughter of Mr. and Mrs. John Bentzen of Cathedral City. Audrey left last week by plane for Philadelphia where she will enter the nursing school of Temple university of that city. A graduate of Palm Springs high school last June, she spent her summer vacation working at a resort in Colorado and earned enough for her first years tuition and her plane fare. The entrance examinations were held early in August and it was impossible for Audrey to get there so soon, but because of her excellent scholastic record and recommendations she was accepted without taking the examinations. According to her mother, Audrey's ambition to be a nurse started at the early age of three when she was given a red cross first aid toy set to play with and her determination has never wavered.

He Holds Record

L. A. "Dave" Davis, local jeweler and secretary of the Cathedral City ball club holds the record for quick recovery. He

fell and broke his leg one day last week, was up and around on crutches within a few minutes and walking around as good as ever the next day—just as soon as he could have the brace in his artificial leg welded.

Catholic Services

Father Joseph Leissler of the St. Louis Catholic church of Cathedral City who is back again after a second prolonged visit to the hospital reports that Catholic services will be held at 8 A. M. only, for the remainder of the month. Starting October 2, services will be at 8 a. m. and 10 a. m.

Paging John Doe

Chamber of commerce hopes that John Doe carries property damage insurance and is honest. The John Doe in question over-shot the mark and completely wrecked the Cathedral City reflector sign which has been at the junction of Date Palm drive and Ramon road. This sign cost the chamber about \$40.00 and will be immediately replaced as the traffic on Date Palm drive since its recent paving is becoming increasingly heavy.

About Cathedralites

The whimsy of mother nature and the elements helped keep a postmaster for our village according to Jack Hillery. During his three weeks' trip to Vancouver, Wash., the sun shown three days, the rest of the time it rained, and in those three days of sunshine the fishing bug bit him so badly that had not the rain interfered he would still be there fishing. . . . The weather worked in reverse for

the Hart Kopps on almost the identical trip as Jack's. It rained only three days of their trip and they have returned to open the Cathedral Pharmacy, much refreshed and rested after a months' vacation in the north-west.

Just as most villagers are returning, the Bert Wades left Wednesday for a vacation trip up through the high Sierras, over Tioga Pass into Yosemite Valley and if they continue on as they have planned Bert will get in some fishing in the high mountains of Calaveras and Tuolumne counties. Here's luck Bert. . . . Jim Wolseth has returned to Desert Lodge after six weeks spent in Etiwanda, and in a few days Mary and Jim are planning a trip to the Grand Canyon in their new Chevrolet.

The L. C. Lewis have returned home after a month spent in Portland where they divided their time between business and pleasure. The Dale Pettys are busy as bees getting their Petty's Barbecue ready for the season.

A nice card from the Claude Cobbs written from Ashland, Ore. They write "having a grand rain tonight, the first rain here in 100 days. Our friends just started to irrigate the apple orchard when the rain came—never have seen such fine peaches and pears as they have here, four peaches weighed 5 pounds." Mae Johnson and Helen Hill returned this week from their Idyllwild summer home and are deep in preparation for reopening in the near future their Peter Pan Bakery and grocery. Fern Scott has returned to Long Beach for the winter but she will be back with her husband Ben at Scotts House of Gifts for the weekly Saturday night square dances which they have been staging for their friends in their new walled patio. Robert Hillery left last week for San Diego where he will take up junior year work at San Diego state college. Mr. and Mrs. Tom Powell, he of the county assessor's staff, checked in this week.

Almoy and John Rater who recently sold their date shop here are leaving for Pomona where John will be employed by the Valley Motors company. They will be missed. C. M. and Mrs. Geptert, long time residents of the Village, spent part of their vacation visiting their son Morgan near Fullerton, but are back for the winter. The Drs. Meaker, Lena and Lucius, spent many pleasant days visiting with friends in their old home town, Redondo Beach.

The Carroll Wallers should be back the end of this month from a visit of many weeks at the Archipelago Yacht Club on Lopez Island in the San Juans of Puget Sound followed by a visit to Albany, Oregon and other points

The Desert Sun

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in Oregon. . . . The Frank Russells and Robert Camps were down for a short visit recently, the Russells from their Crestline home and the Camps from their new home in San Bernardino.

We notice that the Jacksons are back, they have the tent and awning store on the highway. The entire Hillery family spent the long Labor Day weekend in Baja, California with an enjoyable stop at Ensenada. Jack Hillery, when he was in Vancouver was disappointed to have missed Rev. Jack Wartes who was on board a destroyer visiting Canadian waters at the same time.

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20

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MY HOME SACRIFICED below cost of building. One year old. Walled, landscaped, furnished, 3 bedrooms, 2 baths, dining room, colorful tile kitchen, steel cabinets. For a quick deal, and a real buy you must investigate this. OWNER

216 PALO VERDE UNBELIEVABLE Almost new lovely 3 bedroom, 2 bath, completely and beautifully furnished home. Worth \$22,000. Has large walled lot. Near school. Reduced to \$15,000. Terms. See MADGE O. ROCKS with PETER B. SHEPTENKO 475 N. Palm Canyon 2727—Phones—7375

NEW 2 bedroom houses, Palm Springs outpost. Over 1400 sq. ft. Community swimming pool. Tennis courts and station wagon, to go into operation Oct. 15. Will sell 5 houses only \$9950. Comet, Inc., 1031 S. La Brea, L. A. Ph. Webster 0168.

LOT, multiple dwelling, 60x100, walking distance to Postoffice. \$2000. MADGE O. ROCKS with PETER B. SHEPTENKO 475 N. Palm Canyon 2727—Phones—7375

SALTON SEA ACREAGE Future Winter Resort spot of America Investment opportunity. R. A. ELLSWORTH Palm Dell Tract Office. Hwy 111. Phone Indio 77120.

SALE OR TRADE 1/2 acre shade fruit, 2 small houses, etc. Can be remodeled for profit. 434 Grove Ave., Banning.

WELL LOCATED residential lot. 13150 MUNHOLLAND & CO. 431 N. Palm Canyon Ph. 3673

Exchanges 36

WANT clear home or other property. P. S. or L. A. vicinity to \$75,000 value as part payment on income unit in heart of Westwood. W. L. A. Showing fine income. Also income unit in Palm Springs. Will trade Call West L. A. Arizona 9-6297 or write Mr. Willey, P. O. Box 6, Joshua Tree.

WANT PALM SPRINGS clear lots in trade for new home just completed in Joshua Tree. Write Mr. Willey, P. O. Box 6, Joshua Tree or phone Joshua Tree 7231 between 12 and 1.

WANTED—Home or income in Palm Springs 4 units in Long Beach to trade. See DAVE ROSE 252 N. Palm Canyon Drive Phone 2844 or 3123

WANTED LISTING OF GOOD PROPERTY WE GET RESULTS! ADOLPH ISRAEL 457 N. PALM CANYON PHONE 2981

46 CHEVY Stake truck, 1 1/2 ton flatbed, perfect condition—for late model pickup or station wagon. Anthony J. Pacella at Angelo's Palm Village Inn, Indio 76501.

2 BATH home or small duplex, 2 c corner lots, close in, beautiful view of lake and mountains. Wish to exchange on duplex. Box 162, Elsinore.

LOS ANGELES PROPERTIES to trade for Palm Springs MUNHOLLAND & CO. 431 N. Palm Canyon Ph. 3673

2 BEDROOM furnished, garage. Close in. Will trade for L. A. Horn, 327 N. Orange Grove Ave., L. A.

Real Estate Wanted 37

WE HAVE CLIENTS WAITING! Let us rent your apartment or home for you. CHARLES MATHEWS 463 N. Palm Canyon Dr. Phone 2772

Business Rentals 38

Office and Store Space

Now available in Colborn Center

One of the newest and most attractive shopping centers in Palm Springs.

174 N. Palm Canyon Drive Office on balcony Or inquire Desert Sun office

OFFICES LARGE RECEPTION ROOM. WITH TWO PRIVATE OFFICES IN WELL APPOINTED OFFICE BUILDING. AMPLE PARKING SPACE. REASONABLE RENT. INQUIRE SUITE 7, 457 NORTH PALM CANYON DRIVE. PHONE 2893.

DESIRABLE OFFICE with apartment on year's lease. EL CORONADO APTS., 1410 S. Palm Canyon Drive.

OFFICE, suitable for real estate or doctor. With or without fur. apartment. Reasonable rent. 2511 N. Palm Canyon.

DOWNTOWN location suitable for business or living quarters. Dawson Cottages, 311 N. Indian

Wanted to Rent 39 BUILDING contractor likes to modernize or manage older properties and estates in exchange for comfortable living quarters. 25 years experience. Local references. Arthur W. Shaw, P. O. Box 116, Phone 4511 before 9 a. m.

WANTED—2 bedroom, unfurnished house in good location. Reasonable rent. For long term tenancy. Phone 2893.

2 BEDROOM home, furnished. 2 small girls. Not over \$75 per month. Permanent residents. Phone 5433.

ONE BEDROOM apt., furnished. Twin beds. Walking distance library. 2 adults. Ph. 5765.

WANTED: 2 bedroom home or apartment on yearly basis. \$80 month. File 51, Desert Sun.

Rooms for Rent 40 CLEAN, air-cooled, innerspring mattresses. Low weekly rates. \$10 up thru season. Lobby conveniences. El Dorado Hotel, 278 S. Palm Canyon, Ph. 9009.

SINGLES, doubles, light kitchen privileges. \$7.50 weekly, up. Palm Springs Aerotel at Airport, Phone 5224.

I HAVE a single room for business man. Private bath. Outside entrance, cooler, reason. able. 669 Camino Parcela.

PRIVATE entrance, private bath, twin beds. Close in. Reasonable. Phone 4925.

ROOM with private bath, private entrance. For lady. Ph. 6971.

Apartment for Rent 43 FURNISHED guest house, private entrance and patio. Combination living, bedroom, kitchenette, bath. Suitable for two adults. Car necessary. \$75 mo., all utilities paid. Phone 6674.

DUPLEX, beautifully furnished. Rear patio, private driveway. Garage, living room, bedroom, bath, kitchen. Reasonable rent. 553 Calle Ajo. Ph. 3495.

SWIMMING pool. New 3-room apt. modernistically furnished. Bendix washer, panel ray heat. Seasonal or yearly lease. 970 Parcela Place. Phone 3772.

SMALL apartment, cozy, new. Reasonable rent by year. Arnold's Store, Morongo Valley. P. O. Box 66.

WHY NOT live in Banning? Apt. for \$10 per week. Downtown. 156 N. San Geronimo. Phone Banning 4934.

NEW, 3 ROOM APARTMENT, beautifully furnished by BULLOCK'S. Air conditioned. Moderate rental, year or season. 910 Sunny Dunes Road.

ABOVE the hiway, new furnished apartments. Singles, doubles. Air conditioned. Reasonable rates. Desert Villa Apts., 715 "B" St., Cathedral City.

SINGLES and doubles, Center of town. Children welcome. Victoria Villa, 444 N. Indian Ave., Call 2957.

BEAUTIFUL, NEW, 2 BEDROOM HOUSE. 524 CALLE ABRONIA.

1 ROOM, kitchen, bath apt. Practically new. Apply 524 Calle Abronia.

VISTA DEL CHINO apts. Monthly rates. Adults. Reasonable. 1535 N. Indian. Ph. 5832.

1 ROOM, kitchen and bath shower. Furnished. Newly decorated. 272 Morongo Road.

DESERT HOT SPRINGS—Lovely furnished apartment. Fireplace view windows. \$50. Call 4272.

2 ROOM furnished apt. with garage, panelray heat, frigidaire. Reasonable. Ph. 26431.

NEW, single apartment \$75. Lovely room and bath \$50 mo. 526 Warm Sands Dr. Ph. 3015.

DELUXE, new single apartments. Fur. Ideal for couples, mo. rental. 1315 N. Indian Ave.

1 BEDROOM, furnished duplex, reasonable rent. 2511 N. Palm Canyon.

Apartment for Rent 43

DESIRABLE, beautifully furnished 1 and 2 bedroom bungalows. Large living room, kitchen, bath, all electric, closed in lawn. By month or season. Reasonable rate. Call 2371. Vista del Oro, 291 1/2 Avenida.

NEW 3-room apt. beautifully furnished in rattan. Air-conditioned. Near new Palm Desert high school. Lease year or season. Also single. Call Palm Village 76721 or Box 193, Palm Desert.

FURNISHED single apartment for lease. Utilities and linens furnished. \$1125 year. THE ORLEONS APTS., 373 S. Palm Canyon. Manager will be here Mon., Sept. 5. Phone 9061. Also store building 19x30.

NEW 1 bedroom apartments, furnished and unfurnished. Greatly reduced to \$65, \$75, \$85 on yearly lease. Call 7452, 10 to 1 a. m., 6-8 p. m., 1311 Camino Amapala.

ATTRACTIVELY furnished guest house, living room, bed room, twin beds, kitchenette, bath, close in. All utilities paid. \$80 month. P. O. Box 629 or Phone 3555.

OR 2 girls to share my apt. \$45 for 1; \$60 for 2. Should have car. Phone 0350, apartment 31.

Houses for Rent 46 RANCH HOME—Del Sol area. 2 bedrooms, 2 baths, large den. 3 bedrooms, 2 baths, guest quarters, near Rancho Mirage pool. Above outstanding. Reasonable yearly rentals to responsible parties. Phone 5765.

IMMEDIATE POSSESSION New 2 bedroom house in Palm Springs Outpost. Over 1400 sq. ft. \$75 unfurnished mo. to mo. Use of pool and tennis court. Available Oct. 15. Comet, Inc., 1031 S. La Brea, L. A. Phone Webster 0168.

NEW, National cash register. No. 100, 1c to \$3.99. Price \$250. 1 glass show case, blonde wood, value \$225. Ideal for bakery or candies. Price \$100. Leo's Cantina, Ph. 7711.

FOR SALE or Lease (with option to buy): Beautiful ultra modern home, 3 bedrooms, 2 baths and den. Owner, El Coronado Apts., 1410 S. Palm Canyon.

AVAILABLE SEPT. 25 Nicely furnished 3 bedroom home. Good section, close in. Rent reasonable on yearly basis. Ph. 4562.

NEW 2 bedroom house in Palm Springs. Close in. Furnished. Write R. C. Friggeri, 2845 S. Orange Dr., Los Angeles, or call WE 37243.

3 BEDROOMS, 2 baths, separate guest apartment. Newly decorated and furnished. Close in. Good residential district. Ph. 6423.

FURNISHED, by season or year. 3 bedrooms, 2 baths. Available Oct. 1. Best offer takes. 1127 N. Calle de Marcus. Call owner, Los Angeles, Hudson 21910.

FURNISHED 2 BEDROOM, 2 BATH HOME. "CLOSE IN. SEASON OR YEARLY BASIS. CALL 26591.

FURNISHED 2 bedroom house. \$75 mo. yearly basis. 1862 S. Palm Canyon. Orchard Trailer Park. Phone 9031.

3 BEDROOM, 2 bath, furnished home. \$150 mo. on yearly lease. Ph. 6789.

3 BEDROOM, 1 bath, unfurnished. \$100 mo., yearly lease. Ph. 2182 or 7614.

NEW, 2-bedroom unfurnished house. Year or season. 960 East Ramon Road.

UNUSUALLY attractive furnished 2 bedrooms, 2 baths. \$150 mo. Phone 4272.

2 BEDROOM, MODERN HOME REASONABLE. 237 ST. MARY'S COURT.

Regatta Program Given Quick Aid At Indio Session

Coachella Valley chambers of commerce and booster organizations took less than an hour last Friday night at Indio to put \$2000 in the pot for the Ninth Annual Salton Sea Regatta and placed 1000 names of associate members of the Desert Beach Yacht club on the rolls.

The Yacht club sponsors the annual regatta and was faced with a deficit carried over from preceding years. Officials called a meeting of Coachella Valley civic groups at Hotel Indio for last Friday night and within an hour the deed was done.

Blocks of associate memberships went in 25s, 50s and 100s with service clubs, women's organizations, chambers of commerce and other clubs joining in rapid order.

Dr. C. S. Johnson of Mecca, vice commodore of the club, presided at the session.

The regatta will be held at Desert Beach, 50 miles from Palm Springs, on October 7, 8, 9 and 10 and more than 200 American speedboat aces will compete.



Now open Sundays
9 a. m. to 6 p. m.

WEEK DAYS
8:30 a. m. to 7 p. m.

GROCERY DEPT.

HILLS BROS. Regular or Drip
Coffee, 1 lb. can 52c
2 lb. can \$1.03

Table Queen Large 46 oz. can
Grapefruit Juice 25c

Heinz Fresh large 24 oz. jar
Cucumber Pickles 29c

BEST FOODS
Mayonnaise, pt. 39c

Knudsen, Arden, Adair
Milk, Qts. 18½c

Half gallons 37c

WILSHIRE CLUB

BEVERAGES

Full Quart 15c ea. or
Two for 25c

Plus Bottle Deposit

FLAVORS — Orange, Cola,
Cherry, Creme, Ginger

Ale, 7-11, Punch, Root
Beer, Strawberry.

Chicken of Sea Grated
Tuna, 6½ oz. can 29c

Chicken of Sea
Fancy Solid Pack

Tuna, 7 oz. can 39c

Scott Tissue, 2 for 19c

Vel or Rinso, large 25c

Bath Size—Toilet
Lux Soap, 2 for 21c

Super Suds, 2 large 48c

CAMPBELL'S
Tomato Soup, 3 for 29c

Seagold Brand Fancy Chinook
7½ oz. cans

Salmon, 35c or 3 for \$1

Del Monte Large
Pear Halves, 2½ can 29c

Wilson's Certified
Margarine, lb. 25c

Fresh Medium Grade A
Eggs, doz. 65c

MEAT DEPT.

Wilson's Corn King
Sliced Bacon 55c

Swift's Premium in Cello
Wiener, lb. 47c

Govt. Grade A
Best Cuts—Bone in

Round Steak, lb. 69c

Grade A
Ground Chuck, lb. 39c

PRODUCE DEPT.

South American
Bananas, 2 lbs. 25c

Red Delicious—New Crop
Apples, 2 lbs. 25c

PHONES 9055-7932

Deer Too Alert For Archers This Season

Either deer are getting smarter or archers are noisier.

At any rate, the small band of archers who went out to bag a deer during the brief season closing yesterday did not bring back a one in the Santa Rosa and San Jacinto areas.

The low score is due, said forestry service men, to the fact that the bow and arrow men have to get to within 20 yards of their prey to do any good—and none of them could get that close.

St. Bernardine To Meet Indians

St. Bernardine gridders of San Bernardino will be the first opponents of Palm Springs high school Indians with the opening football affray slated for a week from tonight on the local field.

Coach C. E. Ballagh plans to start real contact work next week in preparation for the season.

After St. Bernardine, Needles high comes here on Sept. 30 and the County League grid sked gets under way Oct. 7 with the Indians opening at Coachella.

Plan Alterations At Hitching Post

The Hitching Post closed its doors last week and preparations commenced in the transformation of the night club into a different type of setting—the Circus Room—by the new owner, Irwin Schuman.

Purchased last month from Danny Danzinger, now in Cleveland, the new owner, also proprietor of the Chi Chi, said operations will be started shortly after the first week of October—when foot traffic in the Village justifies the opening of another nightery so close to the Chi Chi.

Cantonese House Re-Opens Tomorrow

Reopening tomorrow evening for the fifth season, the Cantonese House, a Palm Springs institution, located at Amado at Belardo, again will feature the same bill of fare which has proved so popular in the past.

Specializing in Chinese foods, barbecued spare ribs, and other delicacies, the nightery, which attracts celebrities nightly during the season, will be open 5 p. m. to 3 a. m.

Hunters Advised To be Informed On Regulations

With the opening of deer season today, U. S. forest service officials have asked hunters in the San Jacinto and Santa Rosa mountains to acquaint themselves with boundaries and regulations. All ranger stations will be open to provide information and validate deer tags.

While most of the hunting areas are on government land, access to them is often across private property. Gates that are usually closed on roads to ranches in the Garner valley region will be open. Both the USFS and the Division of Fish and Game will maintain patrols over these roads.

SEVERAL LARGE parking areas have been provided near the public hunting grounds. Hunters are requested to stay on the road and park in designated areas. No fires are permitted except in places marked for open fires.

Portions of the national forest closed because of high fire hazard reasons may be opened later if a major storm eliminates the hazards. More of the closed region is in the chaparral belt where the watershed value is considered greater than that of hunting. No hunting or trespassing is permitted inside the closed areas. Public notice will be given by press and radio whenever the USFS opens any closed area.

GAME WARDENS and forest rangers remind hunters that hunting in many areas is made possible because of the cooperation of ranchers. Therefore, they urge hunters to be careful around ranch buildings and grazing livestock. Last year, a prize Brahma bull was shot on the last day of hunting season by a deer hunter.

Good Fishing Says Reich on Return to Town

Back this week after a few days of trout fishing at the upper end of Kern river is Herman Reich and son Kenneth, who stayed at the cabin of Clarence Purnell. With them were Reich's cousin, Steve Brody and son from Los Angeles and Palm Springs. "Very good fishing," said Reich. "We caught a fine mess of trout." It was necessary for the foursome to pack in to the cabin on horseback.

Exciting Games Mark Waning Softball Season

Two thrilling softball games earlier this week marked the end of the semi-finals in the Mayor's cup playoff at The Field.

Monday night was an exhibition thriller that went to 10 innings as the Indio All-Stars finally defeated the Palm Springs All-Stars, composed mainly of the Mexican Colony, 4-2. Frank Prieto and Sid Canales were the battery for the local lads although Prieto is not credited as being the losing pitcher since he was replaced in the ninth by Frank Devers as the score was still 2-2, and Devers allowed two.

Indio's battery was Vernon Hare and Vince Teran. One homer was scored in the game as the invader's shortstop, Norm Weaver, clouted a non-stop trip around the bases.

Tuesday evening was the final tussle in the semi-finals between the Palm Springs Merchants and the American Legion, won by the former 11-3. Dick Henson, second baseman for the merchants, hot-ter'n a two dollar pistol, hit four times out of five trips to the plate, one being a homer in the second with two on. Devers and Leon Heiser were winning battery while Steve Talavera and Don Allen were battery for the Legion.

As a result of this win the merchants take on the Mexican Colony tonight in the first of the three game series for the Mayor's cup finals. Game time is at 8:30.

Village Keglers Resume Activity

Palm Springs Bowling Academy opened Wednesday evening for the first evening of play this season with quite a few of the old regulars present to engage in private or "pot" games, both for the purpose of brushing up and for testing out the newly-conditioned alleys.

The consensus of those bowling was that here are now alleys as good as may be found anywhere in the valley, and in addition, a noticeable improvement in the appearance of the hall was noted as the entire walls, ceiling, alleys, backdrops and racks have been thoroughly renovated, remodeled or painted.

Leonard Roth, owner, stated that leagues will be formed shortly after the first of October.

Excellent Buys in Income Properties

Munholland & CO.

431 N. Palm Canyon Drive
Phone 3673

CHET HOOBER
MARTHA T. FORWARD
Associate Brokers

LEO'S CANTINA

Delicacies -- Liquors -- Gifts

We are open again and celebrating our 14th season in Palm Springs with a new assortment of good things to eat and drink. If you are looking for the unusual, come in and browse around.

Morrie Avery is with us again and will be on hand to help you with selection or suggestions.

CANTINA

189 So. Palm Canyon

Phone 7711

"The Store That Bullock's Is Next To"



Announcement

El Paseo Pharmacy

AND

Fountain

NOW OPEN

FOR THE SEASON

Complete Line of Nationally Advertised
Drugs and Cosmetics . . . Liquors

AT THE FOUNTAIN

BREAKFAST --- LUNCHEON --- DINNERS

SODA FOUNTAIN SPECIALS

Hours: 8 A. M. to 10 P. M.

Phone 7777



IT'S THE TALK OF THE TOWN!

People were saying it couldn't last . . . waiting for the bubble to BUST. No folks, just watch our smoke. Our prices will be even CHEAPER IN THE FUTURE. Yes, we are really going to be

THE TALK OF THE TOWN! FINE MEATS

Operated by BILL NORRIS (Formerly of Safeway Meat Dept.)
THE WORKMAN'S FRIEND

Swift & Company's Finest Meats Exclusively

Swifts Grade A Stall-Fed Steer Beef

7-Bone

CHUCK ROAST lb. 43c

Lean Meaty

BEEF SHORT RIBS lb. 14c

Fresh—Lean

GROUND BEEF lb. 35c

ROLLED RIB ROAST . . . lb. 69c

Swift's Premium Eastern Pork

Choice

PORK ROASTS lb. 39c

Fresh

SPARE RIBS lb. 33c

LOIN PORK CHOPS . . . lb. 59c

Home Made

PORK SAUSAGE lb. 43c

Swift's Grade A or AA

LEG-O-LAMB lb. 59c

Square Cut—Neck Off

SHOULDER ROAST . . . lb. 39c

LAMB BREAST lb. 14c

Large Loin or Round Bone

CHOPS lb. 59c

By the Piece

SWIFT'S BACON lb. 45c

Pound Layers

SWIFT'S BACON lb. 49c

Swift's Broken Sliced—Cello Wrap

BACON lb. 23c

WE ENDEAVOR TO CARRY THE FINEST MEATS AT THE LOWEST PRICES IN PALM SPRINGS. MEAT DEPT. OPEN 7 DAYS A WEEK—9 A. M. TO 10 P. M. TO BETTER SERVE OUR CUSTOMERS.

FRESH DRESSED POULTRY DAILY

From Baldwin Park Ranch

Make Us Your Headquarters for

FRESH FISH --- RECEIVED DAILY

From San Pedro

GROCERIES

M.J.B.—Chase & Sanborn

COFFEE . . lb. 52c 2 lbs. 1.02

Campbell's

TOMATO SOUP . . 3 cans 25c

All Six Delicious Flavors

JELLO 2 for 9c

TIDE Soap Flakes . . lge. pkg. 25c

No Tax Added

Heinz

CATSUP lge. bot. 25c

All Popular Brands

CIGARETTES carton 1.43

Light Meat—Grated—Reg. 6 oz. can

TUNA 25c

The New Soap Sensation—While Supply Lasts

Reg. 25c Bar

DAIL 2 for 25c

Friday and Saturday, Sept. 16-17

Not a Vegetable Dept. in town
to match ours . . . you must see it!

PLENTY OF FREE PARKING SPACE

THE NEW JERRY'S MARKET

Corner Indian and Amado

OPEN ALL DAY SUNDAY

Including Meat Dept.